

DISTRIBUTION: DALLAS SERVES THE SOUTHWEST



Dallas
OCTOBER • 1959

1960

1961

1962

1963

1964

1965

1966

1967

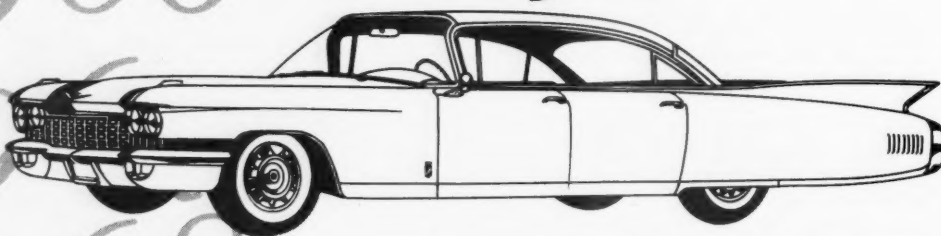
1968

1969

HEADLINING A NEW DECADE OF MOTORING ENJOYMENT

LONE STAR *Cadillac* FOR

1960



You have to drive it to believe it . . . a new era of silence, velvet smoothness and unexcelled performance begins behind the wheel of the 1960 Lone Star Cadillac. From the elegant beauty in silver, color and fabric to the true practicality, this incomparable automobile holds a new enthusiasm for motoring. Test-drive your model choice today. Always ample parking.

 LONE STAR *Cadillac* COMPANY

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Operations and
Maintenance Building
Braniff International Airways
Love Field, Dallas

BRANIFF International AIRWAYS is another famous name among the many national and local firms using "Signs Built for Service" by McAx!

Huge letters of **McAx Porcelain Enamel**, featuring red and blue plastic faces brilliantly illuminated with indirect fluorescent lighting for long-range readability, not only identify Braniff's beautiful, new Love Field installation but provide a spectacular sales message as well.



McAX CORPORATION

628 Third Avenue • Dallas 26, Texas

ENGINEERS, DESIGNERS & MANUFACTURERS of PORCELAIN ENAMEL and SIGNS OF ALL KINDS



DISTRIBUTION CENTER

Alford's "BIG A" (for Alford's)

**SERVING OUR CUSTOMER'S CUSTOMER
... THAT'S AN ALFORD SPECIALTY!**

We provide any amount of space needed — along with all the facilities and personnel required — to receive, to store and to distribute your merchandise with maximum efficiency.

**COLD STORAGE OR DRY STORAGE...
ALFORD'S HAVE PLENTY OF BOTH**

With 10,000,000 cubic feet of refrigeration, Alford's offer any temperature or humidity desired whether its cool, cold or freezing. Patented jest-blast freeze is a specialty.



ALFORD

REFRIGERATED WAREHOUSES

RI 7-0641 ... DALLAS, TEXAS

N... *Serving Dallas-Southwest*

WORLD'S LARGEST 'PANTRY'

More foods of all kinds, perishable and non-perishable, are stored at Alford's than at any other warehouse, and there's a reason: Be it a mountain of canned limas or a shipload of frozen shrimp, it's "comfortable" here. And that's because humidity is constantly controlled — and temperatures ranging from protective air-conditioning to below-zero cold are always available, as needed.

d's) KEEPING IN STEP with 'Big D'

BROKERS USE ALFORD OFFICE SPACE FOR SPEEDY SERVICE TO CUSTOMERS

We have made office space available for the convenience of the food industry. Storage — distribution and offices at the same location add up to better operation at lower cost.

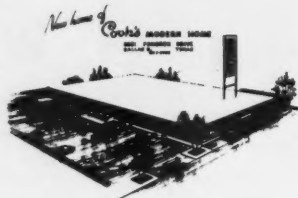
CENTRAL LOCATION ENABLES ALFORD'S TO PROVIDE CUSTOMERS MANY EXTRAS

Reciprocal switching, complete routing and transit service, research, processing, drayage, offices, auditorium. All roads lead to Alford's — just one mile from Commerce and Akard.

Alford's
whether
st freeze

SES

XAS



A
NEW
DIRECTION
IN
RETAIL
FURNITURE
SELLING

October 7, 1959

Mr. Lamar Griffin
Texas Distributors, Inc.
3914 Live Oak Street
Dallas, Texas

Dear Mr. Griffin:

Your installation of heating and air conditioning equipment in our new store was completed on time in a most efficient manner.

We are well pleased with the General Electric equipment....modern, quiet and economical.

You can well be proud of your installation and service crews, being courteous, prompt and efficient.

You may definitely list us among your satisfied customers.

Sincerely yours,

ROBERT W. COOK, JR.

Robert W. Cook
By Robert W. Cook



Cook's Modern Home, with 50,000 square feet of showroom and warehouse space, offers one of the widest collections of contemporary furniture in the nation at large savings to the customer. This progressive firm chose for its new quarters the finest in air conditioning . . . GENERAL ELECTRIC, and the finest in engineering, installation and service . . . TEXAS DISTRIBUTORS.



TEXAS
DISTRIBUTORS, INC.

Member of the Air Conditioning and Refrigeration
Contractors Association of Dallas

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DALLAS • TYLER • WACO • WICHITA FALLS • LONGVIEW

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Copying Machine*



*Only "Thermo-Fax" Copying Machines do
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Here's the one copying machine that operates entirely by electricity—making it the cleanest, the simplest to use. No fussing with spilly chemicals. No time wasted making negatives before getting a copy.

In just 4 seconds your "Thermo-Fax" Copying Machine delivers a completely dry copy ready for immediate use. To learn how this fastest, simplest and cleanest of all copying methods can speed your work systems—including billing, accounting, labeling and addressing—call your local dealer.

*Phone NOW for a
demonstration in your office*



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Dallas *Pioneers*



Established

1852 Caruth

Real Estate Investments

1869 The Schoellkopf Company

Manufacturers and Wholesale Distributors

1869 Padgett Bros. Company

Leather Goods — Wholesale and Retail

1872 Dallas Transit Company

City Bus Transportation

1874 Bolanz & W. C. (Dub) Miller

Real Estate and Insurance

1874 Binyon-O'Keefe Warehouse Co.

"Moving, Household Goods, and Commercial Warehousing"

1878 National Bank of Commerce

Banking

1884 The Dorsey Company

Printers — Lithographers Stationers — Office Furniture

1885 Mosher Steel Company

Structural Reinforcing Steel and Machinery Repairs

1889 Austin Brothers Steel Co.

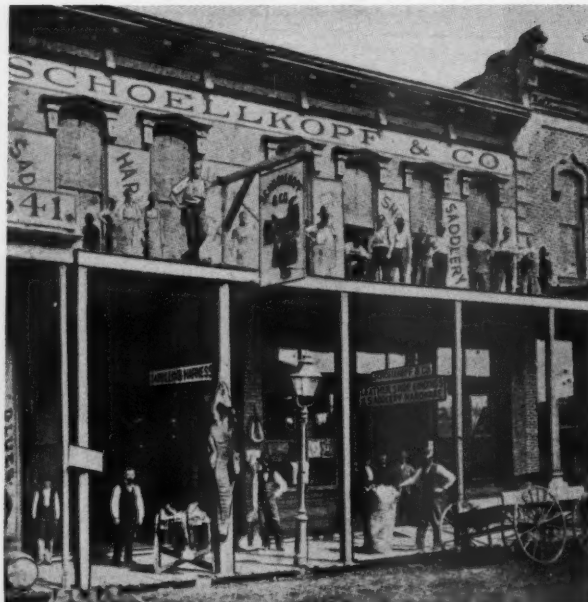
Steel for Structures of Every Kind

1890 William S. Henson, Inc.

Advertising Printing

1893 Fleming & Sons, Inc.

Manufacturers — Paper and Paper Products



THE roots of Dallas Distribution go back to the Old West of almost a century ago and the pioneer name of Schoellkopf on harness and saddlery. Founded in 1869, Schoellkopf & Co. helped make Dallas the nation's major harness center at the turn of the century. The second Schoellkopf location, probably in the eighties, near the present site of the T. & P. Building on Elm Street, is shown in the above photograph. Keeping pace with changes through the years, the Schoellkopf Co. expanded into automotive lines and now is one of the major re-distributors of automotive products to jobbers throughout the Southwest. The firm also branched into sporting goods with a full marine line and also into wholesale hardware and housewares. Saddlery lines are still an important business of the firm although the ranks of trained saddle makers are thinning out. The firm also markets Jumbo Gun Cases nationally. This grew out of their original lines of saddle scabbards. Now in its ninth decade of operation, the Schoellkopf Co. operates under the direction of Hugo Schoellkopf, son of the founder, as Board Chairman and George Norsworthy, a grandson, as President. The firm has bridged the gap from the days before Dallas had railroads to the present jet service at Love Field and is constantly adding new lines to serve the future needs of the Southwest.

Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1893 Sparkman-Brand Inc.

Morticians Originally, Loudermilk, Broussard and Miller

1896 Briggs-Weaver Machinery Co.

Industrial Machinery and Supplies

1902 Cullum & Boren

Red Fox Athletic Uniforms Wholesale and Retail Sporting Goods

1898 Praetorian Mutual Life Ins. Co.

(Formerly The Praetorians)

1903 Smith's Detective Agency

Burglar Alarm, Fire Alarm Radio Patrol Service

1904 T. A. Manning & Sons

Insurance Managers Fire — Casualty

1907 A. C. Horn & Company

Commercial and Structural Sheet Metal

1908 Pure Ice & Cold Storage Co.

Cold Storage

1911 W. W. Overton & Co.

Investments

1912 Stewart Office Supply Company

Stationers — Office Outfitters

1914 Koch & Fowler and Grafe, Inc.

Consulting Engineers

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HAL DAWSON
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Chairman, Editorial Board

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Editor

THOMAS J. McHALE
Advertising Manager

JOHN FOSTER
Advertising Associate

LOUISE TATE
Advertising Assistant

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Dallas

VOLUME 38

NUMBER 10

OCTOBER

1959

ESTABLISHED IN 1922

BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

DALLAS CHAMBER OF COMMERCE

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Vice Presidents
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General Manager
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Public Relations—H. A. Dawson, Jr.
Research—George F. Dodgen
Retailers—James R. Crawford
Washington Office—Dale Miller

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HARVEY HINES...

A Matter of Precision . . .

Precision is more than a word at ETMF...it's reflected in many ways...in the deft, sure hands of Harvey Hines, gauging a cylinder bore...in the skilled, experienced scheduling of your LTL shipments...At ETMF, precision is a state of mind. Harvey Hines has a decade of experience in the Texarkana maintenance shops...he is one example of the exactitude, the thoroughness, the capability that make up East Texas Motor Freight...people working together...for you.

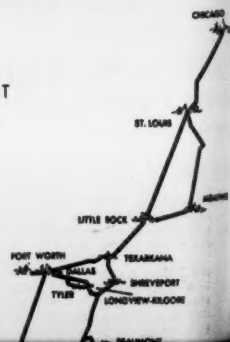
PRINCIPAL TERMINALS

- | | | | | | |
|------------|-------------|---------------|------------|---------------|--------------|
| • BEAUMONT | • FT. WORTH | • KILGORE | • LUFKIN | • PORT ARTHUR | • SHREVEPORT |
| • CHICAGO | • HENDERSON | • LITTLE ROCK | • MARSHALL | • ST. LOUIS | • TEXARKANA |
| • DALLAS | • HOUSTON | • LONGVIEW | • MEMPHIS | • SAN ANTONIO | • TYLER |

EAST TEXAS MOTOR FREIGHT

"GREAT LAKES TO THE GULF"

GENERAL OFFICES • DALLAS, TEXAS



inside DALLAS

Dallas as a great wholesale-distribution center is presented in this issue of DALLAS. Still the regional center of the Southwest, Dallas has grown to even more national importance. A series of stories in this issue highlights this growth.

*

The importance of Dallas in national business is made clear by a study of "The Fortune Directory" made by the Dallas Chamber of Commerce. This study of the 500 largest industrial firms in the United States shows Dallas both as a prominent headquarters city and as the location for many sub-headquarters. The results of this study were both surprising and pleasing.

*

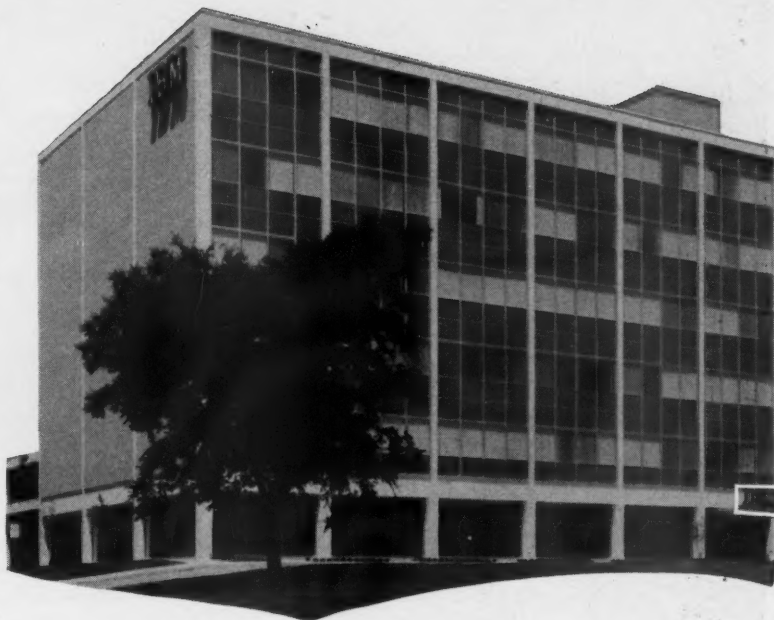
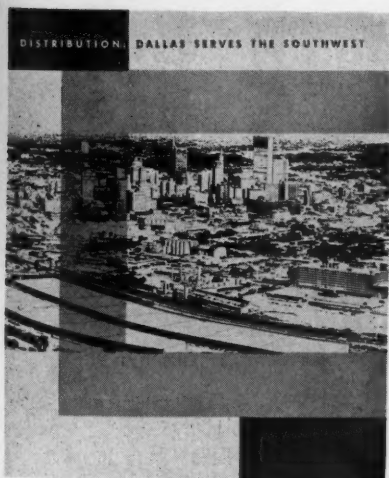
First national advertisements of Dallas' dependable business climate in the current Industrial Dallas campaign were published in September. A story on the campaign is included in this issue.

*

A number of articles carry out the issue's theme of distribution, including stories on Dallas warehousing operations, industrial service and supply, moving and storage and several others.

*

This month's cover, designed by Bud Biggs, features an adaptation of an aerial photograph by Tom Dillard. With the warehouse district in the foreground, this vividly presents Dallas as a great distribution center.



Old neighbor

...new address:

2911 CEDAR SPRINGS ROAD ... LA 6-7651

DALLAS 19, TEXAS

We at IBM are proud of our association with Dallas. We're happy to announce the opening of a new modern center designed to serve your business better.

You are cordially invited to visit us at our new office. Drop in and see IBM systems at work doing the daily chores of business more easily, faster and at less cost.



**INTERNATIONAL
BUSINESS MACHINES
CORPORATION**

PART OF THE ESCO FLEET—your assurance of fast, dependable delivery.



For Industrial, Geophysical, Safety, Electronic, and Power Transmission Supplies, Southwestern Industry Knows...

ESCO HAS IT . . . when you need it!

Here's how you benefit when you depend on Engineering Supply Company:

One-stop Source —ESCO stocks more than 25,000 items and has more than 500 dependable sources, your assurance of getting the supplies you need. You save time and reduce costs with one source, one order, one invoice.

Complete Service — Included in ESCO's dependable delivery and service policy are:

- *Emergency delivery*
- *Personal engineering service*
- *Expediting rush jobs*
- *Locating hard-to-find items*
- *Information on latest products and techniques in your field*

Call on ESCO, your one-stop source for all your needs... with "next door" delivery service.



ENGINEERING SUPPLY COMPANY

A CORPORATE DIVISION OF TEXAS INSTRUMENTS INCORPORATED

DALLAS: 6000 DENTON DRIVE, FL 7-6121 / FORT WORTH: ED 2-9361 / TULSA: 1124 EAST FOURTH ST., DI 3-8121

call ENTERPRISE 1313 in

- | | | | | |
|---------|----------|------------|---------------|------------------|
| • Tyler | • Austin | • Longview | • San Antonio | • Fredericksburg |
| • Waco | • Temple | • Marshall | • Texarkana | • Wichita Falls |

ONE EVERYDAY FOR 25 DAYS!

It could happen only in Dallas—and it did!

For 25 consecutive days a new building was dedicated every day by a ribbon cutting, groundbreaking or cornerstone laying in the Windsor Properties Developments of Empire Central and Brook Hollow.

In 5 years, nearly 200 of the Nation's and the Southwest's finest names in business and industry have selected the developments of Windsor Properties. Tour for yourself the spaciousness of Brook Hollow and Empire Central which have created a new concept for business living in America.



1 Allstate Insurance Company



2 Humble Refining Company



3 Insurance Company of America



4 Cere Laboratories, Inc.



5 Elliott Addressing Machine Company



6 American Viscose Corporation



7 Kaiser Aluminum & Chemical Company



8 Herman L. Van Mote, Inc.



9 Fabrican Products



10 Holiday Cleaners



11 The Coleman Company, Inc.



12 United Hobby Distributors



13 World Gift



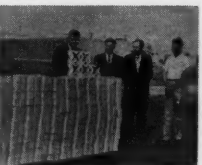
14 ALD Inc. Laundry Equipment



15 Snap-On Tools Corporation



16 Dan River Mills, Inc.



17 Strauss, Golman & Goldman, Inc.



18 Weatherford Insurance Agency



19 Micro-Lube



20 L. A. Peterson, Building Contractor



21 Polaird Company



22 Brook Hollow Service Center Barber Shop



23 J. V. Feltus & Sons



24 Trinity Ceramic Supply Company



25 A. Earl Coffey, Consulting Radio Engineers



Windsor properties, inc.

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*"Why don't you give the First in Dallas
an opportunity to say YES"*



FIRST NATIONAL BANK IN DALLAS

Member Federal Deposit Insurance Corporation

DALE MILLER'S

WASHINGTON

REPORT



The President and Public Works

Of the bills enacted by Congress each year perhaps none is more widely or persistently misunderstood than the measure appropriating funds for public works, the bill characterized so conveniently by its detractors as the "pork barrel." It was this bill, twice vetoed in the recent session, which produced the President's first repudiation on Capitol Hill during nearly seven years in office, as Congress overrode an Eisenhower veto for the first time, by the overwhelming margins of 280 to 121 in the House and 72 to 23 in the Senate.

A combination of circumstances evolving from this public works controversy created some misconceptions in the public mind which ought to be dispelled. In the first place, because the President has been engaged relentlessly in a struggle with Congress on the spending issue, and because this particular bill was by its very nature a spending bill, the impression became general that the veto and the override represented some conflict between the savers and the spenders, with the savers losing and the spenders winning. Any such impression is misleading and inaccurate.

In the second place, because the President based his objections on the fact that Congress had included in the bill 67 projects which had not been recommended by the Bureau of the Budget, the impression was immediately created that since those projects had not been endorsed by the Bureau they were somehow deficient and thus unworthy of being incorporated in a national public works program. Nothing could be further from the truth.

And finally, because we have a divided government consisting of a Republican Administration and a Democratic Congress, the impression was created that the controversy was essentially partisan. This assumption, too, is basically erroneous. The struggle has been going on for years during both Republican and Democratic Administrations, and represents funda-

mentally a conflict not between the two parties but rather between contrasting political procedures and philosophies as represented by the bureaucratic agencies of government on the one hand and the elected representatives of the people on the other.

To clarify these misconceptions it is necessary to explain briefly the principal function of the Bureau of the Budget. In anticipation of the President's submission of his fiscal estimates and recommendations to Congress each January, the Bureau devotes months to gathering and correlating the budget requests of the ramified agencies of government, and in the process of doing so it imposes certain ceilings of expenditures on various agencies, in order to achieve an over-all balanced budget. Among those on which an expenditure ceiling was imposed was the Corps of Engineers, the agency primarily responsible for developing and controlling the nation's water resources; and its ceiling was at a level which permitted only the continuation of work on projects already underway and not the initiation of construction on any new projects, regardless of their merits or degrees of urgency.

Consequently, when the President's message went to Congress last January it recommended against any new construction starts in public works. It was this policy with which well-informed leaders of both parties took issue in Congress, in the conviction that a realistic public works program in a rapidly growing nation should make some provision for the initiation of new projects each year. After devoting months to public hearings and to a painstaking examination of the water resource needs of the nation the Congressional committees selected the 67 additional projects for inclusion in the bill.

It is essential to understand (particularly in view of some irresponsible statements made to the press by those who ought to know better) that the merits of

those additional projects were never in dispute, either in the White House or on Capitol Hill. They had been fully approved by the Corps of Engineers and authorized by Congress as those already under construction had been. Their merits had been established by the same exacting standards as those projects recommended by the President and the Bureau — and that fact would be freely acknowledged by the President and the Bureau themselves; in fact, the President stated in his veto message to Congress that "the unbudgeted projects provided for in this bill will, at the proper time, make an important contribution to the economic development of the areas in which they are to be built and to the Nation as a whole." At no time and in no manner did he indicate that those particular projects were undeserving.

The phrase in the message, "at the proper time," is the crux of his dispute with Congress, and is reminiscent of many tugs of war between the executive and legislative branches of the government over a long period of years. It is perhaps natural that an executive branch dealing

The "pork barrel" myth: Development of our water resources is essential to nation's growth.

with fiscal management should be more restrictive in its thinking with respect to public works; and certainly it is true that a legislative branch responsible directly to the people are more responsive to their needs. But the struggle is neither new nor partisan; it is an old procedural conflict, systematically recurring year after year.

Whatever may be said for the Administration's efforts to restrict government expenditures, Congress is most often right, in my considered opinion, in these controversies over public works. In no area of legislation are standards of excellence so scrupulously adhered to as in appropriations for the development of the water resources of the nation; and where the need clearly exists for projects to protect life and property or to contribute to the national welfare their construction should not be deferred. Some nebulous future is not "the proper time." Disasters of nature have shown little inclination to accommodate themselves to the complacency of man.

Fortune's Top "500" Favor Dallas

by Hal Dawson

In Southwest business affairs, Dallas is by far the dominant city, standing well above its many rivals. This fact was brought sharply into focus by a study of "The Fortune Directory" made by the Dallas Chamber of Commerce. This honor roll of the 500 largest United States industrial corporations was compared with records on file at the Dallas Chamber, and the results pointed out the important role played by Dallas in the affairs of a majority of these industrial giants. Not only does the study show Dallas' unquestioned No. 1 ranking as a vital regional center, but it also points up the growing importance of Dallas as a national headquarters city.

Of these 500 largest U. S. industrial corporations, ranked by sales for 1958, 288 have facilities in Dallas — well over 50%. This is particularly outstanding since a large number of these huge corporations are of a type that would preclude any branch operation, and many others work entirely through franchise operations or independent wholesalers. Six of the 288 have their home offices in Dallas, making this city by far the Southwestern leader in home offices of the 500. Of the 282 having other operations in Dallas, an amazing 104 have chosen the city as a location for a regional headquarters facility — one that administers operations not only in Texas, but in at least one other state also. Many of these, of course, are six, eight, or even ten-state operations. In addition to the 104 corporations with regional headquarters facilities in Dallas, another 71 have important district or state headquarters here in Dallas.

In making this study, the Dallas Chamber of Commerce took the famous "Fortune Directory," firms that account for more than half the nation's mining and manufacturing output — the 500 biggest U. S. industries — and checked each of the companies against the records on file with the Dallas Chamber to determine what facility was maintained here by each corporation. The results were more favorable to Dallas than anyone had foreseen.

Six of the corporations had home offices in Dallas, more home offices among the top 500 than could be counted by any other Southwestern city. Largest Dallas-based corporation was Chance Vought

Aircraft, which ranked 127th in the nation in sales in 1958. Others included Dresser Industries, 182nd; Campbell-Taggart Associated Bakeries, 249th; Temco Aircraft, 300th; Texas Instruments Incorporated, 366th; and Delhi-Taylor Oil, 462nd. Largest gain of any of these companies over the previous years was made by Texas Instruments, which rose from 487th among the nation's industrial corporations in sales in 1957 to its 1958 rank of 366th.

Only other cities in the Southwest with more than one headquarters among the top 500 companies were Tulsa and Oklahoma City with two each. Each of these had headquarters for two petroleum corporations. Five Southwestern cities had headquarters for one petroleum corporation each: Bartlesville, Okla.; Houston, Big Spring, Ft. Worth and Corpus Christi. The diversity of Dallas industry is shown by the fact that only one of the Dallas home offices is by a petroleum producer, and only one other of the six is a firm primarily in the petroleum field.

Of the nation's largest 500 industrial corporations, 288 — from Allied Chemical to Whirlpool — have chosen Dallas as a city in which to establish one of their facilities. Even more important to Dallas' leadership of the Southwest and its growing leadership of an even larger section of the U. S. is the fact that 104 of these companies have set up regional headquarters here in Dallas, offices that administer territories stretching far out over state lines. And these regional headquarters include offices of five of the six largest firms of America. In addition to the 104 corporations with regional headquarters in Dallas, 71 have selected the city as the site for district or state headquarters, a facility administering more than a local territory but one that does not extend beyond the state of Texas. The total of 288 is achieved by an additional 107 of these major national firms which have established a sales or branch operation in Dallas. Manufacturers representatives, franchises outlets or similar operations were not considered in the study. Only plants, warehouses, offices, etc., actually owned or operated by the company were counted in compiling the impressive Dallas total.

A separate study of the top 100 firms in this list showed the dominant Dallas position in these corporations to be

BRANCH
OFFICES
107

DISTRICT
HEADQUARTERS
49

STATE HEADQUARTERS
22

REGIONAL
HEADQUARTERS
104

HOME OFFICES 6

Of "Fortune's" 100 largest industrial firms, 76 have operations in Dallas.

Some of the companies are Dallas pioneers, such as Ford Motor, Socony Mobil Oil, Proctor & Gamble. They have grown up along with Dallas in the Southwest. Others, such as Armour and Dow Chemi-

Dallas is THE city of the Southwest, no matter how you look at it. The Fortune Directory is only one measure, but it is an impressive one.

DALLAS • OCTOBER, 1959

NATIONAL RANK	NAME
1	General Motors*
3	Ford Motor*
4	General Electric*
5	U. S. Steel*
6	Socony Mobil Oil*
7	Gulf Oil*
8	Swift*
9	Texas Company*
10	Western Electric*
11	Chrysler*
12	Bethlehem Steel
13	Westinghouse Electric
15	Armour*
16	DuPont (E. I.) de Nemours*
18	Shell Oil*
21	National Dairy Products*
22	Goodyear Tire & Rubber*
23.	Union Carbide*
24	Procter & Gamble*
27	Sinclair Oil*
28	International Business Machines*
29	Radio Corp. of America*
30	International Harvester*
31	Continental Can*
33	Firestone Tire & Rubber*
35	Cities Service
36	General Foods*
38	International Paper
39	Borden*
40	Republic Steel
42	U. S. Rubber*
43	Armco Steel
44	Sperry Rand
45	Eastman Kodak*
46	Aluminum Co. of America*
47	Sun Oil*
48	Goodrich (B. F.)*
50	Wilson
51	Inland Steel
52	Jones & Laughlin Steel*
53	Burlington Industries
54	Reynolds (R. J.) Tobacco
56	Dow Chemical*
57	Allied Chemical*
58	Bendix Aviation*
59	Olin Mathieson Chemical*
60	Continental Oil*
64	National Steel
65	Atlantic Refining*
57	Colgate-Palmolive
68	Borg-Warner
69	Allis-Chalmers*
70	General Mills*
71	American Cyanamid*
72	Anaconda
73	Standard Brands*
74	Pittsburgh Plate Glass*
75	Owens-Illinois Glass*
77	Youngstown Sheet & Tube*
81	Deere*
82	Corn Products
83	American Motors*
84	General Tire & Rubber*
85	Crown Zellerbach
86	National Lead*
87	Reynolds Metals*
89	Grace (W. R.)
90	American Smelting & Refining
91	Foremost Dairies*
92	National Biscuit*
94	Weyerhaeuser Timber*
95	Kaiser Aluminum & Chem.*
96	Union Oil of Calif.*
97	Whirlpool*
99	Kennecott Copper*
100	National Cash Register*

NEW SERVICES—NEW LINES

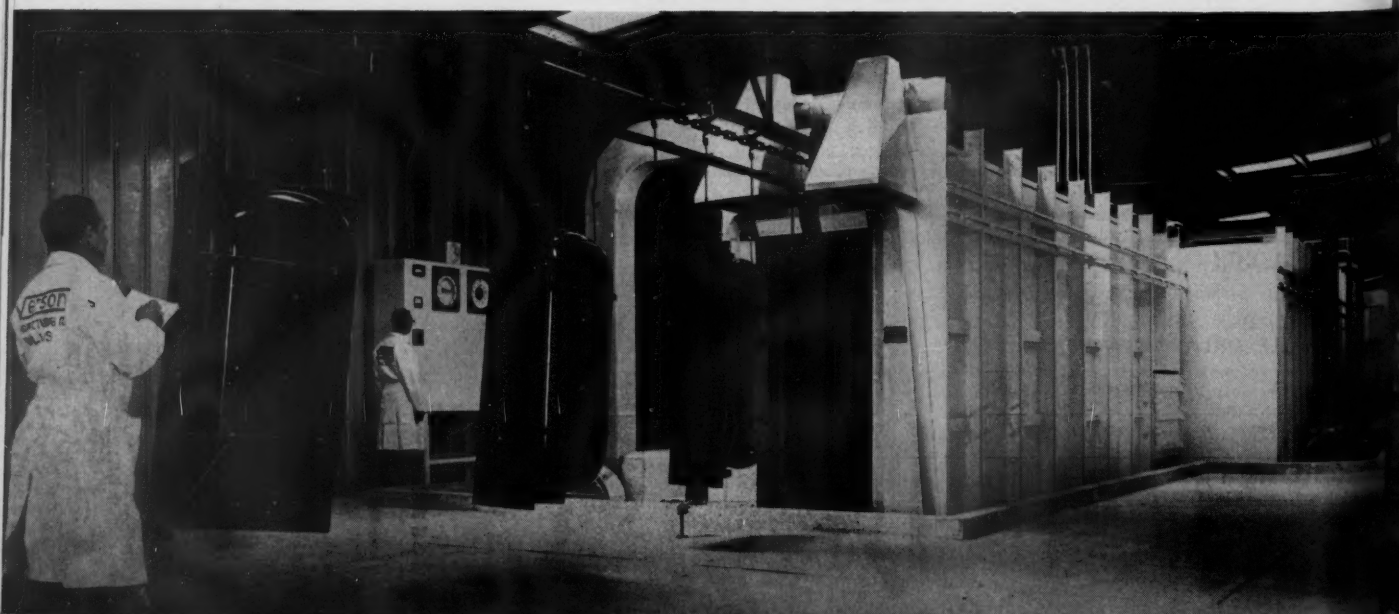
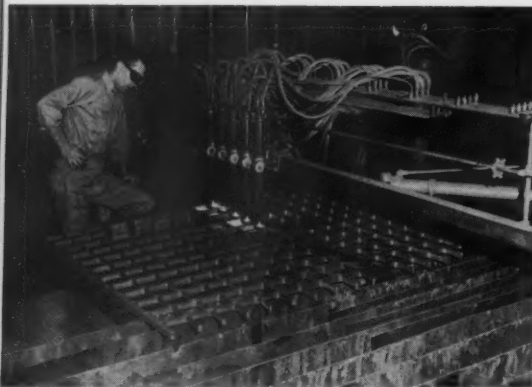
Diversification Keynotes Expansion of Dallas' Service and Supply Industry

by Tom McHale

Expanding in diversification and volume, Dallas Industrial Service and Supply Industry points up the many-sided industrial growth of Dallas and the Southwest. Warehouse stocks of steel, aluminum, plastics, electronic components, heavy machine tools and industrial supplies in thousands of forms and shapes continue to increase. Dallas' heavy machine shops, tooling organizations and contract manufacturing firms continue to expand their plant facilities and area of operations.

MULTIPLE ELECTRONIC Eye Tracer, shown below at Earle M. Jorgensen Co. plant, makes five cuts simultaneously on 1½" hot rolled plate.

SECTION OF STANCO Co. new industrial showroom shown below. Middle photo shows machinery display on floor at Machinery Sales & Supply Co.



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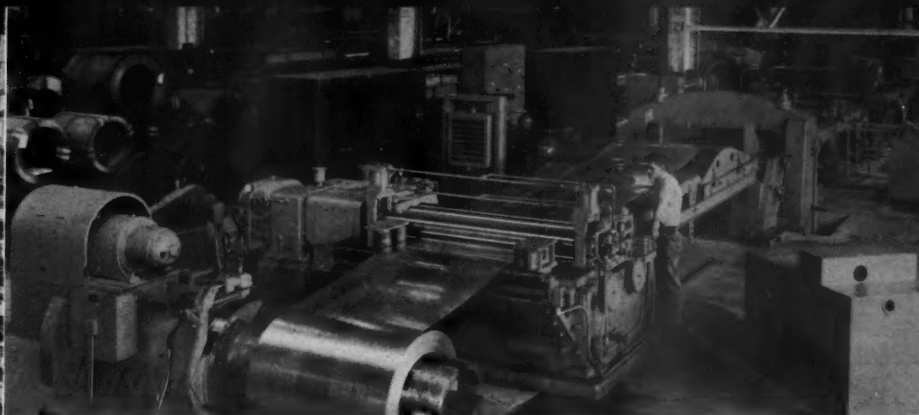
SECTION of industrial supply stocks at Sabine Supply Co. Warehouse at 9001 Sovereign Row. This firm is doubling its present floor space.

The new TEMCO Industrial Division and expansion of production and engineering facilities by Verson Manufacturing Co. each illustrates new diversification and broadening of industrial service by established Dallas firms. The recent entry of Joseph T. Ryerson & Son into Dallas via the purchase of Vinson Steel & Aluminum Co., brings one of the oldest names in the steel industry into the area distribution picture.

Expansion of Dallas as a center for steel distribution also shows up in other major steel warehouses such as Earle M. Jorgensen Co. and McCormick Steel Company. U. S. Steel Supply Co. recently set up a new major steel distribution warehouse in the Great Southwest Industrial

CONTINUOUS double heat zone furnace at Verson Manufacturing Co., lower left, eliminates heat shock and other stresses in fusing enamel to steel.

TYPICAL section on assembly line of TEMCO Industrial Division, shown below, illustrates part of "instant manufacturing" capabilities offered by firm.



SPECIAL EQUIPMENT for cutting and levelling, shown above at Ryerson Steel Warehouse, cuts metal sheets to customer specifications.

District. Growth in plastics distribution shows up in the expanding Dallas plant of Cadillac Plastics Company of Texas, a subsidiary of the largest plastics supply house in the United States.

Growth of Engineering Supply Co. and other major outlets reflects the expansion of the electronics industry in the Dallas Area. In Brook Hollow and Trinity Industrial Districts, industrial supply firms continue to increase in number and in volume of operations. Typical of these is the current doubling of warehouse capacity by Sabine Supply Company, the new and expanded Snap-On-Tools Plant and the expanded Stanco Warehouse. In the meantime, older Dallas firms such as Briggs-Weaver Machinery Co., Machinery Sales & Supply Co., the Murray Company and others continue to broaden their industrial service and supply operations.

Dallas' warehouses carry the largest and most diverse industrial supply stocks in the entire South. Dallas is a major center for plant engineering and management consultants. Dallas and Tarrant Counties have the largest concentration of tool and die makers and contract machine shops

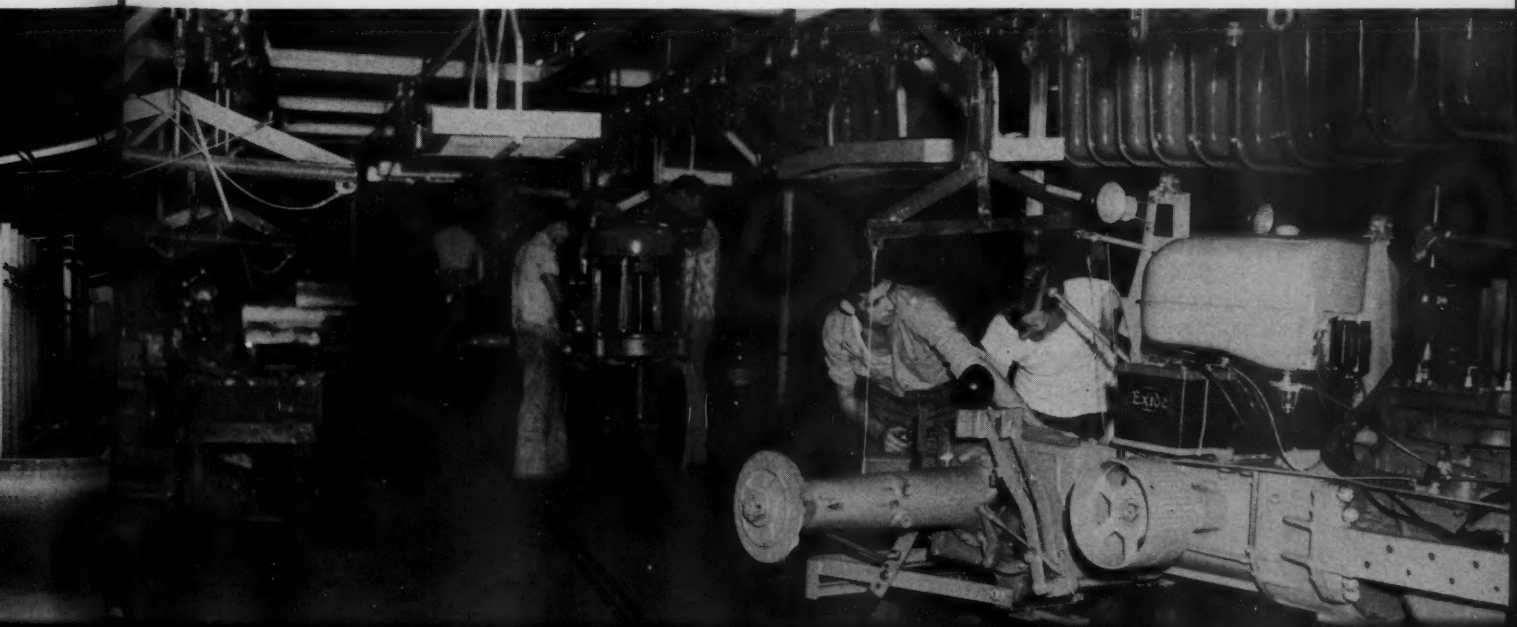
(Continued on page 76)

New Industrial Service Twist by Old Firm

One of Dallas' oldest industrial service organizations, Industrial Towel & Uniform Renting Co. is now offering a new deluxe "executive service." This service permits any company to have delivered to their business address complete sets of white dress shirts and fine quality dress slacks for office staff, salesmen, delivery personnel or other employees.

Howard Boazman, president of this firm, calls this rental of business clothes: "just the first of a number of 'space age' rental innovations." This service is currently being used by 47 Dallas firms.

Cost of renting and servicing this clothing is only a fraction of the cost of ordinary dry cleaning. The firm also furnishes these clothes in color and use is restricted to the receiving employee. Industrial Towel & Uniform Company has been in business in Dallas since 1906.





Dallas Warehouses

**Continue to expand
margin of Southwest Leadership.**

Fork-lift trucks moving merchandise in one of the mammoth bays at Alford Refrigerated Warehouse.

Expansion of Dallas' public warehouse facilities is adding new margin to its distribution leadership in the South and Southwest. Dallas already has more public warehouse space than any other city in the South and any city in the nation not served by water transportation. Dallas is one of the nation's leading centers for storage in transit. Dallas has no rival in the Southwest in volume of merchandise moving through its warehouses for area distribution.

Dallas' far flung system of public warehouses already totals more than 3,000,000 square feet of storage space. Dallas is the home of the "world's largest refrigerator" and the "world's largest pantry" in the Alford Refrigerated Warehouses. The new Great Southwest Warehouse complex and expansion of other plants by established Dallas firms promise to widen the city's margin of leadership in warehousing in the immediate future.

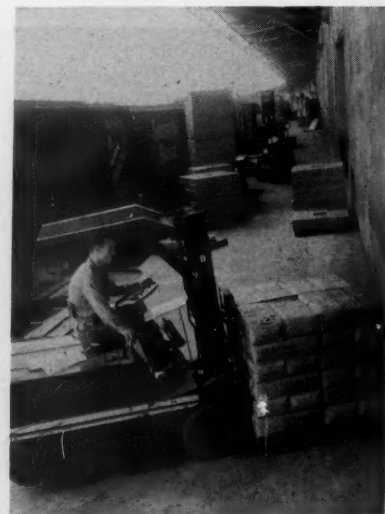
Dallas' strategic location and multiple transportation advantages as well as its highly mechanized warehouses and customer services offered, are some of the reasons for its expanding leadership.

Warehousing is also one of the most competitive facets of Dallas business and Dallas warehousing firms seem to thrive on it.

Typical of the size and scope of major Dallas warehouse operations is the mammoth General Foods Center at Alford

Special revolving clamp fork-lift, lower left, moving goods in yard at Texas Delivery Warehouse.

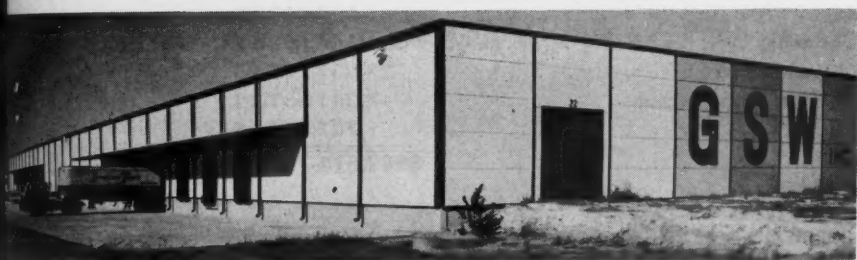
Mechanized equipment unloading cars on one of the main Alford Warehouse docks.



First Unit (200,000 square feet) of Great Southwest Warehouse, second below, now in operation midway between Fort Worth and Dallas.

Truck line-up, below, shows one-third of the combined merchandise division fleet of Interstate-Trinity Warehouse and Dallas Transfer & Terminal Warehouse Company.

Refrigerated Warehouses. Some railmen say this is the largest food operation in the country. Others of a more conservative cast say it is "one of the three or four largest." This takes on added significance when weighed in relation to the Dallas market and the Southwest compared to some of the nation's largest population centers.



Diesel Engine spotting cars in Great Southwest Industrial District on new Great Southwest Railroad.



Air view of Shippers Warehouse, below, shows truck maneuvering space on 11.5 acre tract at Forest Avenue and Lamar.



In any event, this operation involves the movement of thousands of cars each year and the problem of moving approximately 400 items produced in 15 or 16 General Foods Plants into wholesale and retail channels on the most economical basis. Trainloads of General Foods products move into the Alford plant. These are quickly shuttled into storage space by fleets of fork-lift trucks. Later these products are re-shipped as mixed cars sometimes carrying as many as 150 different General Food items. This gives General Foods the benefit of carload rates from plant to retail outlet.

Alford's considers its particular specialty the service it can render its customer's customers. More than handling shipments and storing it in "correct" temperatures for diverse products such as shrimp (in 20 below cold) to crackers (which require mild low-humidity air), the warehouse performs other services for manufacturers even to taking orders and assuring their delivery.

A prime example of this is the centralized Youngblood Distribution set up at

(Continued on page 57)

Main terminal area, shown below, at Texas Express Company plant at 2700 Gaston Avenue.





REPUBLIC NATIONAL BANK

OF DALLAS

Statement of Condition

September 30, 1959

Resources

Cash and Due From Banks	\$271,250,407.44
U. S. Government Obligations, Direct and Fully Guaranteed	104,732,341.31
State, Municipal and Other Securities	16,405,224.65
Stock in Federal Reserve Bank	3,000,000.00
Loans and Discounts	554,144,568.97
Bank Building and Equipment	23,932,735.05
Acceptances — Customers' Account	7,341,551.32
Other Assets	1,707,911.65
TOTAL	<u>\$982,514,740.39</u>

Liabilities

Capital	\$ 37,866,576.00
Surplus	62,133,424.00
Undivided Profits	<u>2,739,976.14</u>
Reserve for Contingencies	\$102,739,976.14
Reserve for Taxes, et cetera	13,144,744.52
Acceptances — Customers' Account	7,081,384.39
	7,361,551.32

Deposits:

Individual	\$617,505,027.97
Banks	194,902,152.51
U. S. Government	<u>39,779,903.54</u>
TOTAL	<u>\$852,187,084.02</u>
	<u>\$982,514,740.39</u>

Capital Funds
over
\$100,000,000

★
Largest
in the
South

MEMBER F.D.I.C.



ANNUAL CHAMBER DINNER WILL HONOR PRESIDENTS

In the 50-year history of the Dallas Chamber of Commerce, since its organization in 1909 with the merging of the Dallas Commercial Club with several other groups, 23 men have served it and the Dallas business community as president. From I. O. Daniel to L. T. Potter, these men have represented the highest level of Dallas civic leadership.

As the Dallas Chamber completes its 50th Anniversary year, recognition will be given these past Chamber presidents at the Annual Dinner of the Chamber. This year's dinner will be held Wednesday, December 9, at the Sheraton-Dallas Hotel.

Nine past Chamber presidents are living and still active in

Dallas civic affairs. These men will be paid special recognition as the feature of the program. They are T. E. Jackson, who was president from 1918 through 1920; R. L. Thornton, Sr., 1933-35; Paul Carrington, 1941-42; B. F. McLain, 1943-46; D. A. Hulcy, 1947-49; Ben Wooten, 1952-53; Jerome K. Crossman, 1954-55; W. W. Overton, 1956; and J. Erik Jonsson, 1957-58.

The program for the dinner will consist of a review of the activities of these ten men while they were in office, a history of Dallas and the Dallas Chamber of Commerce.

This promises to be one of the finest of all Annual Dinners of the Chamber. It is one no Dallasite should miss.



PRESIDENTS OF THE DALLAS

CHAMBER OF COMMERCE

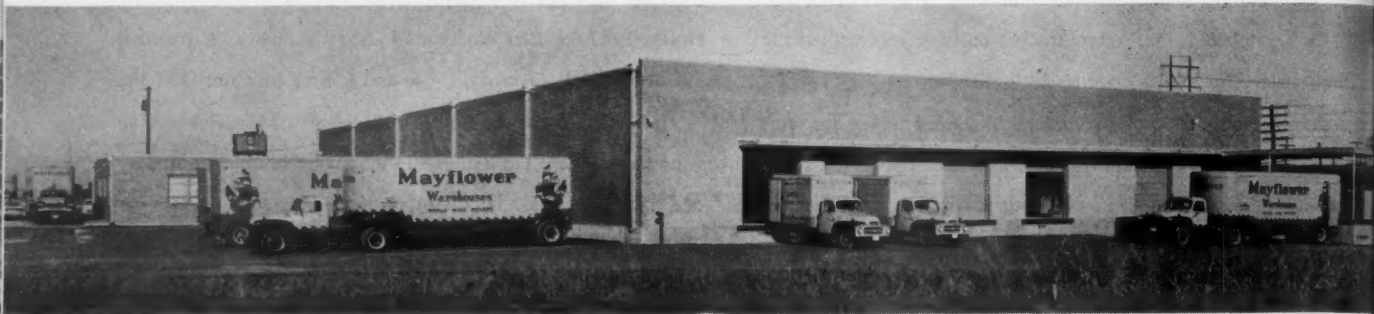
1909-10 — L. O. Daniel
1911 — Alex Sanger
1912-13 — C. W. Hobson
1914-17 — Louis Lipsitz
1918-20 — T. E. Jackson*
1921-22 — Frank M. Smith
1923-25 — T. M. Cullum
1926-28 — E. R. Brown
1929 — George Waverly Briggs
1930-32 — Arthur L. Kramer
1933-35 — R. L. Thornton*
1936 — Edward T. Moore

1937-38 — L. B. Denning
1939-40 — J. B. Adoue
1941-42 — Paul Carrington*
1943-46 — B. F. McLain*
1947-49 — D. A. Hulcy*
1950-51 — John W. Carpenter
1952-53 — Ben Wooten*
1954-55 — Jerome K. Crossman*
1956 — W. W. Overton*
1957-58 — J. Erik Jonsson*
1959 — L. T. Potter*

*Living

Headquarters For Mass Moving

*Moving and Storage
Industry Expands to
Serve Growing Dallas*



PARTIAL VIEW of over-the-road and pick up equipment at new Mayflower Warehouse of American Transfer & Storage Company.

Moving a Dallas family across the street or hundreds of offices into Southland Center, storing household goods and other equipment is the foundation of a major transport and warehouse operation that is distinct and apart from Dallas' commercial warehousing industry. An average of 500 families each month move into Dallas and the Park Cities. Even that movement is only a small part of the business handled by Dallas' major moving organizations.

A prime example of Dallas' position as the leading Southwest center for moving and storage shows up in the recent move of the Texas Employment Commission into its new six-story quarters in Austin. The limited time factor in this move and the magnitude of moving TEC from nine different scattered locations into a building

with more than 200,000 square feet, involved a task of mass military proportions. Two of Dallas' oldest and largest moving organizations; Dallas Transfer & Terminal Warehouse and Interstate-Trinity Warehouse Co., teamed up to make this move on schedule. This is believed to be the first time a major Texas in-city move was made by an outside organization.

The names and service of these two major Dallas firms also serve to point up a factor that is sometimes confusing to people outside the industry. Commercial warehousing is a distinct and separate industry from the transport and storage of household goods. The above firms consolidated their commercial storage operation with the recently organized Great

PACKING and listing household goods in **STOR-Vault** at Mayflower Warehouse, shown below, is typical of care in major Dallas warehouses.



ANOTHER section of Mayflower Warehouse, shown below, illustrates compact storage of household goods in individual containers.



Storage ends to Dallas



FRONT VIEW of equipment, offices and warehouse of Ahart Moving & Storage Co. on Record Crossing Road.

Southwest Warehouse. However, Interstate-Trinity and Dallas Transfer & Terminal Warehouse Co. will continue to compete on a friendly basis in their household goods moving and storage operations.

That brings up another point that is also confusing outside the industry. The traditional term "household goods" is defined by The National Movers Conference of America as: "Personal effects and property used or to be used in a dwelling when a part of the equipment or supply of such dwellings; furniture, fixtures, equipment and the property of stores, offices, museums, institutions, hospitals or other establishments; and articles including objects of art, displays and exhibits which because of their unusual nature or value require specialized handling and equipment usually employed in moving household goods."

Generally speaking, most Dallas moving and storage firms specialize in moving and storing the articles mentioned above, and do not engage in warehousing and moving general merchandise and commodities. Dallas is also a regional headquarters center for major national organizations, franchise and cooperative groups

that operate under various names and trade marks over the nation.

Individual success stories rather than statistics point up the outstanding position of Dallas' moving and storage industry. American Transfer & Storage Company, operating as Mayflower Warehouse has recently opened a new \$300,000 terminal on a 2½ acre site at 5216 North Westmoreland. This 47 year old Dallas firm was founded by K. K. Meisenbach. American-Mayflower now owns and operates warehouses in Arlington, Lubbock, Midland, Odessa and San Angelo. This new terminal supplements their main warehouse at 2320 Griffin Street which they have occupied since the early 20's.

Designed especially for modern, efficient handling of household goods and personal effects, and one of the few completely palletized warehouses in the Southwest, it has many new features including "STORVAULTS" that can be loaded and unloaded directly at the residence. This eliminates multiple handling of many items to be stored.

The entire trucking department, general offices and household goods storage departments moved into the new terminal. With 2½ acres of paved area, 25,000

square feet of sprinklered and "wired for music" warehouse, covered docks, and private siding for four railroad cars, it has dock space for 12 vans to load or unload simultaneously. It is one of the nation's newest and finest household goods operations.

A huge packing and crating department for large and small domestic and export crating is under one roof. Mayflower is truly a "world-wide" moving organization with direct air, water and van service to most of the free nations of the world. Within the past month, the Mayflower Terminal has handled military and commercial shipments to Germany, Libya, England, Canada, Alaska, Hawaii and Okinawa as well as a large volume of domestic shipments.

Not all of Mayflower's business is long-distance, however. Local moving of homes and offices is a specialty of the firm. A few of their recent large office moves in Dallas, requiring multiple manpower, vans and special planning, include: Union Bankers Life Insurance Co., Mutual of Omaha, British American Oil Producing Company, Continental-Emsco and Geotechnical Corporation.

(Continued on page 64)

INTERSTATE-TRINITY equipment in front of Southland Center during mass move of Southland Life Insurance Co. and Sun Oil Company, shown below.

TYPICAL tractor and van unit in Modern Dallas Transfer & Terminal Warehouse Co. over-the-road fleet, shown below, in front of Dallas Memorial Auditorium.



SMU

Sets Goal

November 10 is the kickoff date for the annual SMU Sustentation fund drive in Dallas, the campaign which each year provides a vital part of the 15% of SMU's operating budget which must be obtained in the form of gifts from business and individual friends.

Dr. Willis M. Tate, president of SMU, will preside at the Nov. 10 Kickoff Luncheon, where more than 400 leaders of Dallas and industry who work in the six divisions of Sustentation will assemble to start the drive which Bishop Hiram A.

Boaz launched back in 1939 with the slogan "Put SMU on your payroll."

Each year since then the Sustentation effort has met its goal, until last year marked the most successful drive of all, with more than \$375,000 contributed to the university which has long had a fine working partnership with the city of Dallas.

The goal again this year is \$375,000.

And for the 10th consecutive year Bishop Boaz, at the age of 93, will serve as Sustentation honorary chairman.

Top leadership of the drive will carry over from last year and includes S. J. Hay, president of Great National Life Insurance Company, as general chairman and George P. Cullum, Sr. and R. L. Thornton, Jr. as vice chairmen. Ten chairmen or co-chairmen head the six divisions of the campaign.

This year, more than ever, these funds which have been budgeted already as income mean a great deal to SMU. These gifts of Dallas business and industry to SMU form what President Tate has many times referred to as "the margin of excellence" — or the difference between a mediocre and a first class university.

And, this year, more than ever before, SMU offers services and programs, as well as a reservoir of brains and talent to the long-time Dallas-SMU partnership.

In addition to its classroom services, SMU plays a significant role in Dallas, the local area, and the whole Southwest as a center for essential research, providing equipment and laboratories for scientific discovery and development; by carrying on research which helps man's understanding of human development; and by providing a system of ever-growing libraries, used constantly by many Dallas citizens



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and businesses, to house books and maps and artifacts as a treasury of the world's knowledge.

Besides co-sponsoring, with Temple Emanu-El, Dallas' oldest cultural entertainment series, the Community Course, SMU plays an increasingly prominent part as a center of this region's cultural activities by presenting concerts and sponsoring lectures and forums and art exhibits and operas and by helping, encouraging, and sponsoring many other activities that enrich and stimulate the intellectual and artistic life of this area.

Important services of benefit to Dallas and this area include the following SMU-sponsored activities: The Graduate Research Center, The Southwestern Graduate School of Banking, The Institute of Insurance Marketing, the Community Course, the Institute of Management, the Southwest Journalism Forum, the Institute on Oil and Gas Law and Taxation, the Institute on Law Enforcement, the Legal Aid Clinic, the Committee for Economic Development, Lawyers' Week, Engineers' Week, Ministers' Week, the Owens Memorial Lectures in Economics, the Southern Methodist University Press and many others.

This year a \$4,100,000 building program is being completed, bringing three new dormitories and a modern health center to the campus and a beautiful new home for Dallas College in downtown Dallas. With an on-campus enrollment of nearly 6000, SMU, through Dallas College, also serves this year 4000 adults students in regular and informal courses, thus opening up new horizons of knowledge and opportunity for Dallas citizens.

The year 1959 will also be remembered as the initiation date at SMU of Ph. D. studies, which make SMU a university in the fullest sense. The rigorous excellence of the present doctoral program in economics and of those planned in religion, the arts and sciences and engineering, will bring even more prestige to SMU and Dallas.

Still other ambitious programs to be undertaken in the fine arts, in the field of religious life, and in other areas underline the need of SMU to maintain the "margin

of excellence" by means of a successful Sustentation effort in the midst of these expanding and always improving programs and in the face of rising costs and the anticipated crisis in higher education over the nation.

While approximately 20% of SMU's students come from out of state now — thus in many cases permanently attracting bright young people to Dallas — about half of the SMU student body comes from Dallas County. SMU students last year represented every state in the nation and 40 foreign countries.

The great scope and variety of the community services which SMU offers the people of the Dallas area, the very real fact of the more than \$15,000,000 the presence of SMU contributes to the economy of Dallas each year, all of the intangible benefits which Dallas business and culture derive from the position of the university as a partner with the community — all of these justify the support of SMU by Dallas during the Sustentation drive.

As one friend of both Dallas and SMU has remarked: "Just try to imagine Dallas *without* SMU, if you want to measure the university as an asset to the community." That pretty well states the case.

With a newly organized Alumni division and a building and construction division reorganized to include the important Dallas home-building industry, the six divisions of Sustentation are set up this year under the following leadership:

Lawrence Pollock, Division I; Gordon Cullum and Frank Heller, co-chairman, Division II; Gordon Durden and A. Curtis Horn, co-chairmen, Division III; George L. Dahl, chairman, and Jack Little and Chester H. Hewitt, co-chairmen, Division IV; Harlan Ray and R. L. Foree, Sr., co-chairmen, Division V; and Ralph F. Brinegar and H. Lou Morrison, Jr., co-chairmen, of Division VI, the Alumni division.

Again this year a distinctive device to give a fillip of humor and emphasis to the campaign has been devised by Wilson W. Crook, who once more serves as publicity chairman of the drive.

J. Edwin Keith serves as Sustentation coordinator for SMU.

THEY'RE NO SPOOKS IN OUR ENGRAVINGS



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even when you
ask for tricks

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PIGGY-BACK

Progressive Dallas lines are among leaders in the development of "Piggy-Back" service

by Kenneth P. Tubbs

Soon after the close of the Korean conflict the nation's railroads, concerned over their continuing loss of freight traffic to competitive forms of transportation, "rediscovered" a method of freight handling that has come to be an important and an increasingly familiar part of the country's vital transportation network. This highly effective, customer-service freight innovation is "piggyback," the transportation of goods in highway trailers loaded on flat cars. While the operation does date back a good while — the Chicago Great Western's piggy-back service having functioned continuously since July, 1936, for example — the major portion of its development has taken place in the past few years, and it continues to grow by leaps and bounds. In a recent issue of "Transport Economics," a monthly comment on transport economics and statistics issued by the Interstate Commerce Commission, the bureau relates that for a four-week period

ending August 1, 1959 as compared with the like period in 1958, trailer-on-flat-car traffic in the United States increased approximately 10,000 cars, a growth of 47.4 per cent; and the number of railroads performing this service increased from 40 to 50 for the same comparative periods. The actual increase in loaded trailers probably was even greater because more of the longer flat cars (up to 85 feet) specially designed to haul two trailers are coming into use. As recently as 1954, less than half the current crop of piggyback railroads were engaged in this activity.

Nine railroads — Burlington, Cotton Belt, Frisco, Louisiana and Arkansas, Missouri-Kansas-Texas, Rock Island, Santa Fe, Southern Pacific and Texas and Pacific — serve Dallas, and all of them participate in one or more forms of piggy-

modes of transportation, one of which is using the facilities of the other to move its goods, while the latter is vicariously performing for its competitor a transportation service which it could not earn the right to perform in its own behalf. It is unlikely that this transportation anomaly is brought about by any lessening of the rail-truck competitive spirit. It is a simple matter of economic mutual benefit — the motor freight lines find it less costly to move their trailers between terminals on flat cars of the railroads than to pay driver's wages, fuel, etc. for over-the-road movement; and the railroads are presented with the opportunity to handle some lucrative traffic which would not otherwise come their way.

Under Plan II, the railroads undertake to furnish a service which is in all respects



ONE METHOD of Piggy-Back operation is shown above as a standard trailer is unloaded from a flat car.

back traffic. The Southern Pacific is said to be the leading operator of piggy-back services among the railroads of the country.

There are four major individual trailer-on-flat-car transportation plans, each tailored to meet a specific need.

Plan I is the system under which the railroads haul the loaded trailers of their direct competitors, the common carrier motor freight industry. This is one of the few true examples of coordinated transport to be found in the nation, and affords the phenomena of two highly competitive

competitive to the motor freight industry. Shipments are loaded and transported on flat cars in railroad-owned trailers, usually at rates and minimum weights identical with those of the truck lines on like shipments. The railroads under Plan II deal directly with the shippers and receivers, instead of with an intermediary motor carrier as is the case under Plan I.

Plans III and IV closely resemble each other, but have one important distinguishing feature. Under both plans, the railroad hauls private shippers' trailers. Under Plan III the trailers are hauled on

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AN OVERHEAD CRANE is used in the second method as a demountable trailer is lowered onto the bed of a flat car.

railroad-owned flat cars, but under Plan IV the shipper owns (or leases) the flat cars as well as the trailers which are transported on them. Rates established under these two plans have stirred up a heated legal squabble which involves not only the motor carriers and the railroads, but also the freight forwarders lined up on the side of the latter, as well as many shippers on one side or the other according to where their interests lie. Space does not permit a full treatment here of the issues involved in these proceedings, but a recent decision

of the Interstate Commerce Commission indicates that the result is to be a departure from traditional concepts in the transportation of volume freight. It appears that freight forwarders are destined to assume a much more important role in volume-freight movement.

There are some variations in piggy-back operations. Basically it is usually thought of in terms of loading a trailer at the shipper's dock, from which point the vehicle is pulled by a truck-tractor to the railroad, loaded on a flat car, transported by rail to destination where it is rolled off

the car and handled by another tractor to the consignee's unloading dock. However, some railroads employ demountable trailer bodies, which are lifted off the truck chassis by crane or fork-lift, placing only the loaded trailer body on the flat car — thus eliminating the excess weight of the truck chassis, wheels, tires, etc. during the course of the rail trip. This method permits the chassis to be used to haul other trailer bodies rather than remain idle on the flat car in transportation.

Piggy-back is particularly attractive to shippers and receivers having rail siding; also those shipping in lesser quantities than full carloads. In some instances provision has been made for merely substituting trailer-on-flat-car for box-car transportation, at regular carload rates. In these cases, the shipper is offered much of the flexibility of motor carrier transportation at more favorable rates.

An interesting side-light of piggy-back transportation is the low incidence of damage in transit. This has been attributed to several factors, among which are tie-down methods that absorb lateral motion; two sets of springs — trailer and flat car; cushioning effect of the load riding on rubber tires; less handling in loading and unloading, and more selective loading.

In the early days of the resurgence of this transportation form, the railroads undertook to popularize — perhaps as more in keeping with their dignity — the somewhat improbable and unimaginative name "Tofcee" (TOFC, trailer-on-flat-car) as the official name for the service. However, the more descriptive and picturesque term "Piggyback" caught on and remains, and the railroads themselves now use it in their literature and advertising almost to the exclusion of the other.

Spurred by piggy-back's appeal, the railroads are promoting the service aggressively, expanding the number of commodities which can be shipped "piggy-back" and broadening the territories in which the service is offered. In spite of its rapid growth, this traffic is a relatively small segment of the millions of carloads of freight which the railroads haul in a year. Nevertheless its development is heartening to the carriers; day by day it achieves increased economic importance, and it represents an important contribution to the national transportation system by the railroads. Dallas lines are among the leaders in its development.

Material Handling

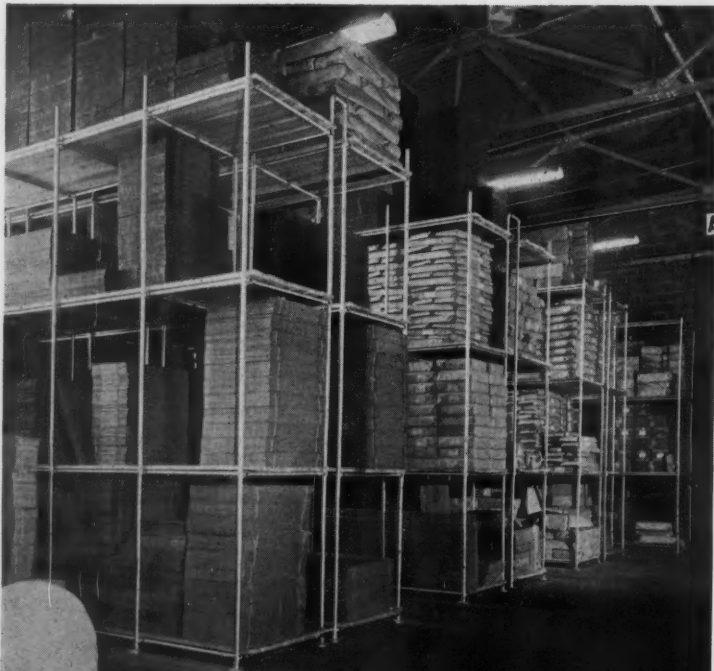
Fast Growing Dallas Industry

Material handling is a many-sided, fast growing Dallas industry that runs the complete gamut of service, supply, manufacturing, use and rental of specialized equipment for production, moving and storage of goods.

Dallas is the major center in the Southwest for the distribution and servicing of material handling equipment. This includes everything from giant cranes and fork-lift trucks to conveyors used on production lines and special shelving, bins and equipment used in large and small commercial and industrial operations.

Dallas is building new industrial payrolls in the production of storage equipment in such plants as Inca Metals and

TYPICAL "Kee Klamp" Tubular storage installation, lower left, sold in Dallas by L. R. Ward Steel Products Co.



20 TON hydraulic Silent Crane, shown above, moving snap-on truck body at Texas Delivery Warehouse.

FRONTIER shelving, right, shown in section of Sabine Supply Co. warehouse.





OPEN TYPE adjustable Inca Steel Shelving, above, in Preston Royal Supply section of Sharp Hardware, Inc.

Frontier Manufacturing Company. Its major distributors of material handling equipment such as Briggs-Weaver Machinery Co., Towne Industrial Equipment Co., The Murray Company, Garrett Equipment Co., John Gilliam Equipment Co., M-H Equipment Co., W. A. Tayloe Co., The Baker Industrial Truck Division of Otis Elevator, C. H. Collier and others are in-

HEAVY DUTY Clark fork-lift stacking bundles of lumber, shown below, sold in Dallas by Towne Industrial Equipment Co., Inc.

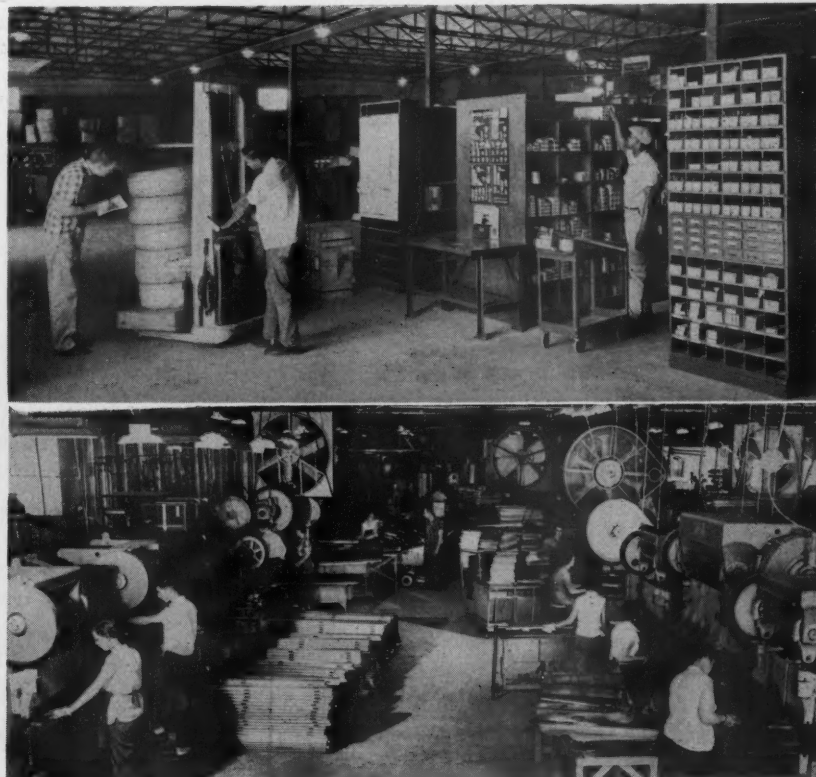


creasing Dallas' rank as a center for material handling service and supply.

One of Dallas' unique and highly specialized service organizations, Texas Delivery Warehouse, has built up a major business organization on the basis of highly specialized use of a wide variety of material handling equipment. This firm recently executed large industrial plant moves for Texas Instruments and Braniff International Airways involving the movement of machine tools and large precision equipment to new locations.

The growth of the material handling industry in Dallas has been accelerated by the fact that Dallas is the number one center of public warehousing and distribution in the Southwest, and by the phenomenal industrial growth of Dallas. Large public warehouses, major distribution facilities and major industries have been able to afford expensive equipment and large mechanized operations. This has meant that Dallas firms engaged in the manufacture, distribution and sales of material handling and storage equipment have been able to use Dallas as a proving ground for expanding operations.

BIG JOE lift, sold in Dallas by W. A. Tayloe Co. and Frontier Shelving in section of STANCO Co. warehouse is shown to right below.



The plant of Inca Metal Products Corporation at Carrollton provides an excellent example of Dallas' industrial expansion in material storage equipment. This firm designs and manufactures commercial steel shelving of all types, steel lockers, office storage cabinets, parts bins, display shelving and industrial work benches. It also manufactures a line of steel products for household use.

Inca Metals Products was originally established in Birmingham in 1933. It outgrew its Birmingham facilities in 1949 and moved to Dallas. At that time the major business of Inca Metal Products was in the home furnishings industry. Early in 1958, Inca expanded into the commercial steel shelving field, and in one year's time has become a major factor in that industry, while at the same time maintaining its important position in the home furnishing field.

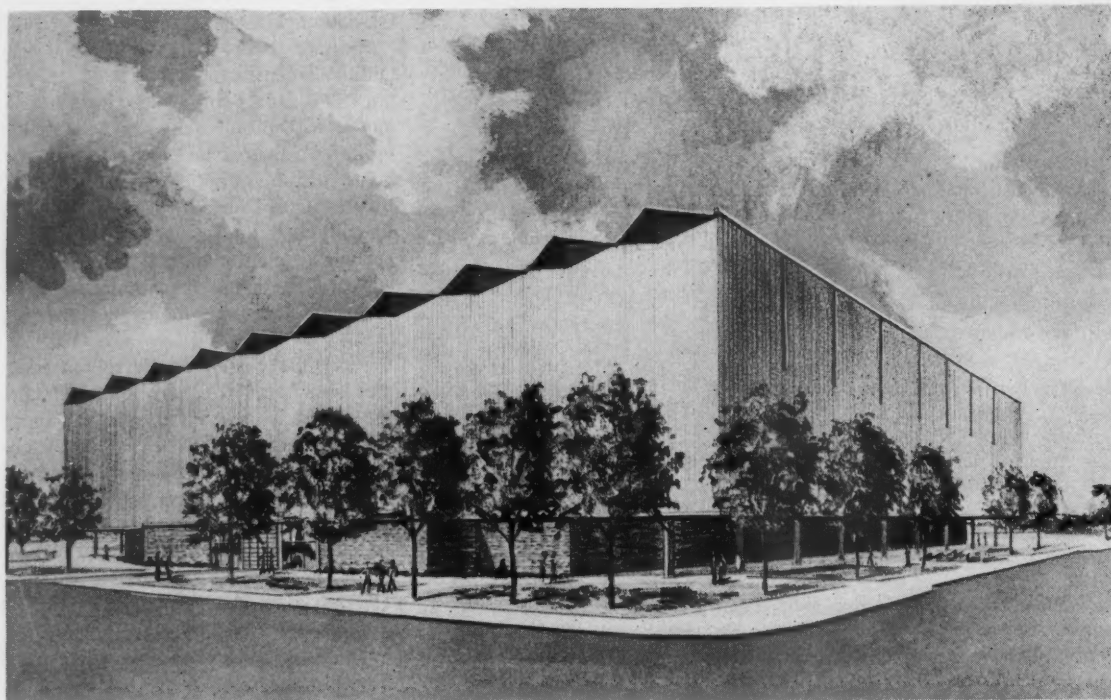
Inca's plant layout at Carrollton occupies over 150,000 square feet, including the company-owned tool and die shops and warehouse facilities. The factory stretches for a quarter mile along Highway 77. Inca has adopted complete automation in its production line starting with the un-

(Continued on page 50)

SECTION of production line at Inca Steel Products Co., second below, shows part of manufacturing process on Inca Steel Shelving.

The Southwest's Finest Arena...

STATE FAIR LIVESTOCK



**C
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built with the aid of southwestern sheet metal

Using sidewall panels up to 53 feet tall, Southwestern Sheet Metal installed all of the exterior walls of Dallas' new, ultra-modern livestock showplace. The \$1,835,000 structure houses a huge indoor arena especially designed for horse shows, rodeos and a wide variety of other spectacles. Seating capacity of the Livestock Coliseum ranges from 7,100 to 11,000 persons depending upon the event.

In addition to the H. H. Robertson metal sidewalls, Southwestern Sheet Metal installed the lightweight aggregate roof decking, as well as the red lightweight aggregate topping on the built up roof with metal flashings and gravel guards on the Coliseum.

Whether it is new construction, or the modification of an existing structure,

contact Southwestern Sheet Metal. IT PAYS!

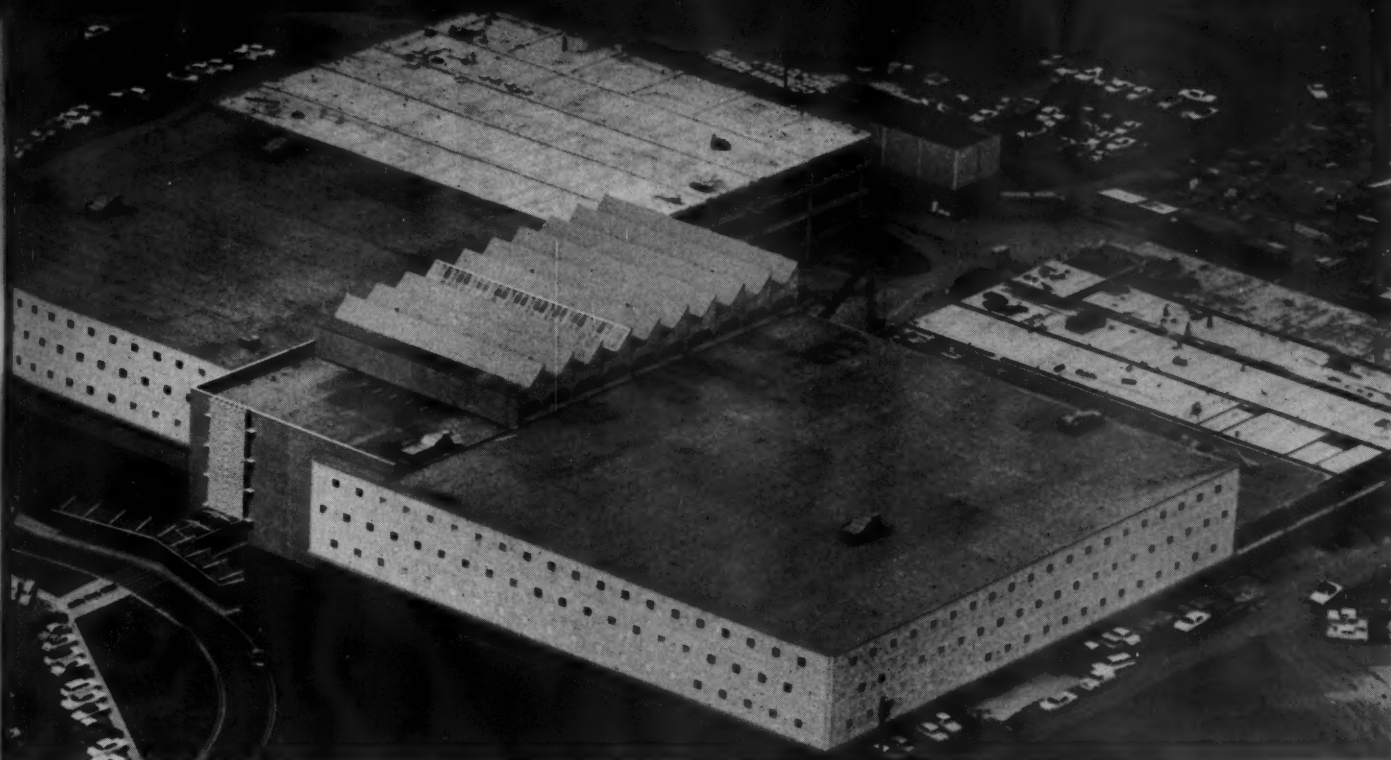
SOUTHWESTERN SHEET METAL AND MANUFACTURING COMPANY

5307 MAPLE AVENUE

DALLAS

LAkeside 1-5176

DALLAS • OCTOBER, 1959



Expansions Herald Market Growth

Underscoring Dallas' strong and growing position as one of the nation's top market centers are the current expansion remodeling programs of the Dallas Merchandise Mart and the Dallas Trade Mart.

The downtown Dallas Merchandise Mart, 8-story permanent display home of 7,000 wholesale lines and the Dallas Gift Show, is undergoing a million-dollar reconstruction. J. B. Ragland, president of the Merchandise Mart, has announced that the huge building — interior floor space totals more than 15 acres — will be given a completely new exterior, and the lobby and entrance will be entirely rebuilt.

Architectural styling of the redesigned Merchandise Mart, created by Jacob E. Anderson, AIA, will emphasize vertical streamlining. Butterfly fins of precast concrete, 120 feet tall and 6 feet wide, will alternate across the faces of the building with vertical solar screen panels of anodized aluminum in brilliant colors harmonizing with mosaic tile which will highlight open areas.

Plans for nearly doubling the size of the mammoth Dallas Trade Mart also have been announced by Trade Mart officials.

Construction has already begun on the second unit, which will extend the building an additional 175 feet northwestward, or to the rear of the present structure.



THE NEW extension to the Dallas Trade Mart, above, will add over 400,000 square feet of space.

The four-story extension, adding more than 400,000 square feet to the Trade Mart, is scheduled to be completed by January, 1960.

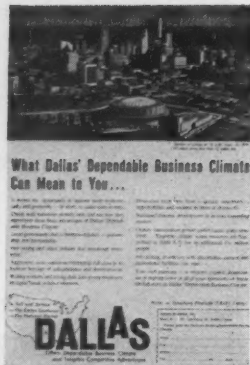
Ninety percent of the present building and 35 percent of the new addition has been leased.

Completion and occupancy of the sec-

THE 8-STORY Merchandise Mart downtown will be given a completely new and streamlined exterior.

ond unit of the Trade Mart will swell the home furnishings and gift showroom area at the Trade Mart to well over a million and a half square feet for presentation of more than 3,000 lines of merchandise.

First Ads Stress Dallas Business



Businessmen throughout the United States began receiving the story of "Dallas' Dependable Business Climate" this month. First advertisements in the three-year Industrial Dallas advertising program are appearing nationally in all four regional editions of The Wall Street Journal.

Advertisements in the opening phase of the campaign this fall will also appear in Business Week, U. S. News & World Report and the Harvard Business Review. Trade magazines to carry Dallas advertisements include Aviation Week, Electronics, Oil & Gas Journal, Petroleum Engineer and Petroleum Week.

In addition to stressing the advantages of Dallas' dependable business climate, all advertisements will carry the slogan "To sell and service the Dallas Southwest, or the National Market, Dallas offers dependable business climate and tangible competitive advantages."

The campaign, designed to stimulate industrial growth of the

FIVE MEMBERS of the board of directors and officers of Industrial Dallas Inc. look over the first national ads. Left to right are: J. Ralph Wood, Cecil Higginbotham, vice president; Marvin Davison, and C. A. Tatum. Mayor R. L. Thornton, Sr., seated, is treasurer of the group. Not shown are L. T. Potter, president; Robert McCulloch, secretary; and R. L. Tayloe.



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entire Dallas Metropolitan Area, will point out the advantages that Dallas offers industry. Some of these include:

"Fair taxing and other policies that encourage enterprise.

"Aggressive, civic-conscious citizenship still close to its frontier heritage of independence and determination.

"Diversified economic base — quickly responsive to opportunities and resilient in times of recessions.

"An exciting livable city with educational, cultural and recreational facilities you want."

One advertisement in the campaign points out that more new industrial plants were established in Dallas during the last nine months of 1958 than in any other area and attempts to explain the popularity of Dallas with expanding American business:

"Dependable business climate.

"Market, business-service-management center.

"Accessibility.

"Abundant power, fuel and water at reasonable rates.

"Production efficiency — responsive workers, intelligent and independent-minded men and women who take pride in their jobs.

All the advertisements are geared to stimulate Dallas' industrial growth by bringing desirable new jobs and new payrolls to Dallas and to further diversify the Dallas economy.

The three-year campaign is being financed through special subscriptions from Dallas businessmen. The campaign is being coordinated by Industrial Dallas, Inc., a special-purpose, non-profit corporation sponsored by the Dallas Chamber of Commerce and Dallas Citizens Council.

Calling the advertising campaign "timely and necessary" C. A. Tatum, Industrial Dallas president, outlined the objectives of the program.

"It will reach executives as more and more of them are planning their unprecedented expansion of the early 1960's," he said. "By working now, Dallas can make sure that its name will be on the right plans for these new business facilities that must be provided to meet the expanding markets within the next decade."

All responses to these advertisements will be handled by the Industrial Department of the Dallas Chamber, which will give them the excellent treatment that has made this department famous. For bona fide industrial prospects, the "tailored brochure with which the Dallas Chamber has had such success will be presented to show the prospective Dallasite the facts in which he is interested. The presentations made by the Chamber will answer his specific questions on the Dallas business climate. Handling by the Dallas Chamber of the responses to the advertisements will avoid duplication of effort and cost and will put the entire resources of the Chamber at the disposal of Industrial Dallas, Inc.

The new campaign is similar to one conducted by Dallas in 1928-30. That program is credited by many with being largely responsible for Dallas' growth during the 1930's. During this three-year campaign, 4711 executives of American business responded to the advertisements.

The year before the 1928-30 campaign started, 88 new branches of regional or national concerns were opened in Dallas.

Crook Advertising Agency of Dallas has been chosen to handle the advertising, working with the board of Industrial Dallas, which includes R. L. Thornton, Sr., Marvin Davison, Cecil Higginbotham, Robert McCulloch, R. L. Tayloe, J. Ralph Wood, and Mr. Tatum.

Display Cards Attract Visitors

A special display-card project to invite visitors to Dallas has been inaugurated by the Christmas-Cotton Bowl Festival Committee of the Dallas Chamber of Commerce. Through the cooperation of the six scheduled airlines serving Dallas, attractive posters featuring coming events in Dallas are now on display throughout the Southwest.

The counter cards are provided for the airlines in two sizes. The first two-poster set, "Dallas in October," featured 10 specific Dallas events. These include football games, conventions, the State Fair of Texas and performances at Margo Jones Theater. Future posters will include similar sports and cultural events, conventions, markets and various other attractions for Dallas visitors.

The project was begun as an activity of the Christmas-Cotton Bowl Festival for the three months of October, November and December, according to Chamber officials. They pointed out, however, that the program may be continued on a permanent basis if it is successful in the three-month operation.

The posters are now being displayed in the Southwestern sales offices and on ticket counters of American, Braniff, Central, Continental, Delta and Trans-Texas Airlines.

If the program is continued, Chamber officials report, other groups will be asked to cooperate in displaying the Dallas posters.

The current cards are of two sizes. The larger, four-color poster, featuring a picture of the Cotton Bowl in October, measures 17 by 22 inches. Each month this poster will include a timely picture. The smaller three-color poster without picture is 11 by 14 inches large. Design of both posters was by Dallas artist Bud Biggs.



Civic Asset: The Cotton Bowl Classic

The Cotton Bowl Classic is one of Dallas' best public relations assets, as well as a sound economic benefit to the city. How the Cotton Bowl Athletic Association plans and finances this exciting football event is told here.

Few football fans are watching the Southwest Conference gridiron championship race with more interest than the 38 men who make up the board of directors of the Cotton Bowl Athletic Association.

The conference champion, of course, automatically becomes the host team for the New Year's Day Cotton Bowl Classic, which is the official Southwest Conference post-season bowl game.

In addition to their natural interest in the outcome of the race because of their Cotton Bowl affiliation, the majority of the CBAA directors have a more personal reason to keep tabs on the conference football warfare.

This is because 32 of the 38 directors were placed on the board by the administrators of the seven Southwest Conference schools now competing for the football championship. Arkansas, Baylor, Rice, SMU, Texas, Texas A&M and TCU. Texas Tech does not compete in football until 1960.

Most of the CBAA directors are alumni or ex-students of the various conference institutions. Naturally, they are watching closely the gridiron fortunes of their old schools.

The make-up of the CBAA board underscores the close relationship of the Cotton Bowl Classic to the conference, and indicates how directly the bowl association is tied in with the institutions that make up the conference.

There are 24 CBAA institutional directors, three from each of the Conference schools. There are also eight ex-officio directors, seven of whom are past presidents of the CBAA who were formerly institutional directors placed on the board by their schools. The eighth is the secretary-treasurer of the CBAA, who is also executive secretary of the Southwest Conference and was of course chosen by the conference schools.

The other six CBAA board members are custodial directors from the original group of Dallas civic leaders who started the Cotton Bowl game in 1937 and then turned it over to the Southwest Conference in 1940.

The president of the Cotton Bowl Athletic Association is John B. Lowe, a Rice man. Robert B. Cullum is chairman of the board and was made a director by SMU. Roland Bond, first vice-president, was named by TCU, and Jay W. Dickey, second vice-president, by Arkansas.

The Cotton Bowl Football Classic is the Southwest Conference post-season bowl game, and is of course played on New Year's Day each year. The game

The association became an agency of the Conference in 1940, and in 1942 the conference voted to send its championship team each year to the Cotton Bowl game as the host team.

The operating policies and standards set by the Cotton Bowl game have made it a model for the National Collegiate Athletic Association which has jurisdiction over all such post-season games in which its members participate.



CHAIRMAN of the CBAA Board is Robert B. Cullum, president of Tom Thumb Stores of Dallas.



JACK B. LOWE, president of Texas Distributors, Inc., is 1959-60 president of the CBAA.

annually matches the Conference champion as the host team against a top-ranked visiting team from another section of the country.

The Cotton Bowl game was originally conceived and promoted as a private enterprise by J. Curtis Sanford, a Dallas oil man. The first game was played on January 1, 1937, with TCU versus Marquette University.

Later the Cotton Bowl Classic became a full-fledged Dallas civic enterprise, and finally the Cotton Bowl Athletic Association became an agency of the Southwest Athletic Conference.

The Cotton Bowl Athletic Association is a non-profit civic organization incorporated under the laws of the State of Texas. Its sole purpose is to stage the Cotton Bowl Football Classic each New Year's Day. It has nothing to do with any other football game. The association does not own or operate the Cotton Bowl stadium, but rents it each year from the State Fair of Texas for this one game only.

The thing that sets the Cotton Bowl Classic apart and makes it unique among all the other post-season bowl games is

ssic

that it is sponsored and controlled by the Southwest Conference.

There is no other bowl association or bowl game that is tied in so closely with a college athletic conference.

This close relationship with the Southwest Conference forms the foundation for all the policies of the Cotton Bowl and pervades all financial arrangements, entertainment activities and all other aspects of the game.

The conference tie-in, which of course links the bowl closely to the colleges that make up the conference and control it, has had much to do with the fine reputation the Cotton Bowl Classic enjoys, and the wholesome atmosphere in which it functions.

Tickets to the Cotton Bowl Classic are always in great demand. There are exactly

75,504 seats in the Cotton Bowl stadium. How are the tickets for these seats allocated?

A total of 19,892 seats are set aside for purchase by Cotton Bowl bond and option holders. The bond holders are those who bought \$100 bonds back in 1948 to help finance the expansion of the stadium. Each bond gave the holder a priority to buy one ticket to all football games in the bowl for twenty years from that time. There are 12,000 seats on the west side of the bowl on which bond holders have first call.

There are 7,892 seats on the upper deck on the east side for the option holders, each of whom purchased a \$50 ticket option in 1949 when the east side deck was added.

Virtually all of the bond and option

holders exercise their right each year to purchase tickets for the Cotton Bowl Classic, so this leaves 55,612 seats to be sold.

Approximately 30,000 tickets are allocated to be divided between the two competing schools to take care of their students and alumni. This is in line with the regulations of the NCAA.

With the bond and option tickets and the tickets for the two schools allocated, this leaves only about 25,000 tickets left for sale to the general public.

The procedure adopted by the CBAA board as the fairest and most logical one for the sale of tickets to the general public for the 1960 Cotton Bowl game is as follows:

Ticket applications are being accepted

(Continued on page 57)

THE COTTON BOWL, Dallas' world famous football stadium, draws the biggest crowds in the Southwest.



Master Plan for Dallas Parks Reflects Vigorous Growth Trend



Earlier this year D. A. Hulcy, as Chairman of the Dallas Master Plan Committee, announced that the report "Parks and Open Spaces" was completed. As a Master Plan Report, it is one of a series of detailed studies on Dallas today and its needs by the year 1980.

It was felt that the present park system is a good example of the benefits which can be achieved through long-range community planning and sound municipal administration.

This report, along with other Master Plan Reports, serves as a guide not only to the municipal government but also to other individuals concerned with the future of Dallas and its potential.

While the recommendations are made primarily for the City of Dallas, it was necessary to consider the recreational impact of a broad area on Dallas before arriving at decisions concerning future park needs for our community. The report, an imposing 217 pages of facts, figures, charts and pictures, analyzes the trends on open spaces, the past and present of parks in Dallas, future population needs, and types of parks. It also recommends park plans by communities and analyzes other open spaces.

A city is organized about open spaces, both public and private, without which open spaces the city becomes a monotonous collection of structures separated by streams of traffic. The parks, reservations, water areas, and similar public open spaces, which give organization to our neighborhoods, are generally the responsibility of the municipality, county or state. The yards, courts and gardens which provide a setting to our homes, institutions and businesses are primarily the responsibility of the owner or occupant of the property.

As the fields, timber and grazing lands surrounding our cities are replaced by homes, factories and shopping areas, the

demand for public open spaces, parks and playgrounds increases.

A gradual transformation has been taking place in the way of life of our urban population which has given added importance to parks, recreational facilities, and open areas as essential features of our cities.

An increasing amount of leisure time is available to urban dwellers as a result of the reduction of the average work week. Retirement systems are tending to create a growing leisure class among our elderly people with increasing need for facilities for them. The school enrollment shows a trend toward larger families which will increase the number of youth in our cities. Increased income is making it possible for more people to obtain recreational equipment as boats, home craft and hobby equipment. The constantly increasing ownership of the automobile is making more distant recreational areas accessible to more city dwellers. These are the trends which are shaping and increasing the role of the public open space. These trends and the vigorous expansion of the urban area are tending to overburden existing public parks and recreational areas.

In 1905 the Dallas City Charter was amended to provide for a Board of Park Commissioners. Since that time Dallas has benefited from five major plans as well as a continuous review of these plans. This continuous planning has materially aided the park growth as shown by the fact that in 1910 there were 2.3 park acres per 1,000 people and in 1957 there were 12.7 park acres per 1,000 people. The park acreage in this same period has increased from 214.2 to 7744.8.

As a result Dallas has reached a point where it compares very favorably with other cities of its size. In 1956 the National Recreation Association published a report containing an inventory of park facilities. From this publication, 19 cities in Dallas' general population ranges were selected for comparison purposes. Dallas ranks fourth of the twenty cities in population, sixth in total number of parks as of 1955, second in total park acreage, third in the ratio of park acres per 1,000 persons, and fourth in both number of

(Continued on page 63)



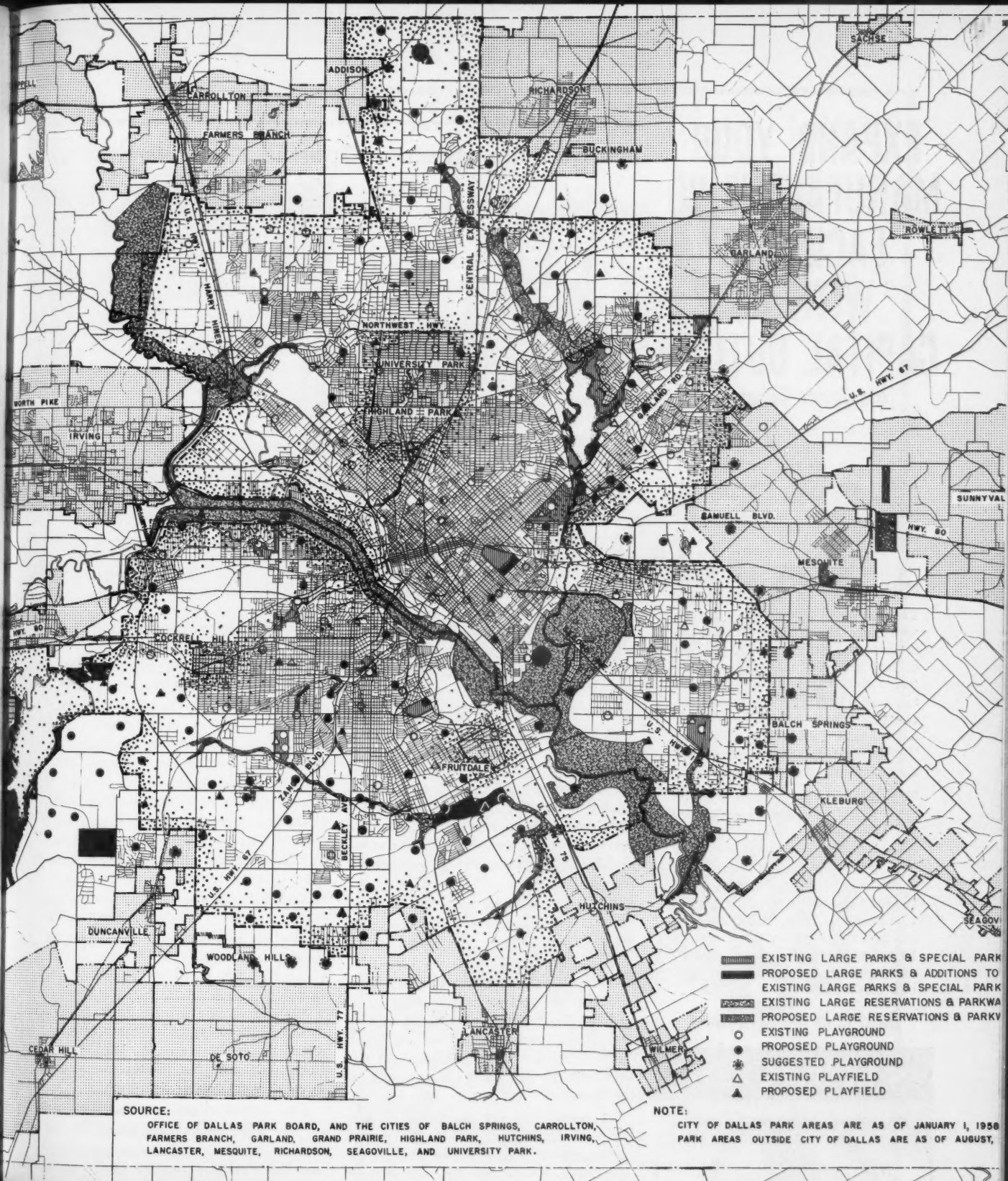
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EXISTING and proposed park areas are shown on the map above. New park areas are recommended on the basis of the projected future population of 1,155,450 people who are expected to reside in the City of Dallas in 1980.

Photographs show the variety of Dallas' present park progress.



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ARTS AND MUSIC

Margo Jones Theatre Open in New Playhouse

Margo Jones Theatre '59 launched its thirty-week season this month with the highly successful "Physician For Fools," Ford Foundation grant play, and prospects for one of the best seasons in years at its beautiful new playhouse, the Maple Theatre, 5206 Maple Ave.

The initial play by the New York playwright, Kenneth Cameron, is already optioned for both Broadway and London stages and was presented here with the distinguished New York actors, Albert Dekker and Edith Atwater, as the play's guest stars.

Until this season the Margo Jones Theatre has played for 12 years on arena stage, in a tiny remodeled exhibit building seating 198, in State Fair Park. This season the company has moved across town to the proscenium stage of the north-side Maple. The richly decorated gold interior seats 414, more than double the old building's capacity.

"Physician For Fools" is the first of nine productions scheduled for the new season by Alton Wilkes, the New York producer who has come here as the theater's new General Manager.

A new version of the gay modern musical by Cole Porter and Sam and Bella Spewack, "Leave It To Me," which is regarded as particularly topical now, will be presented Oct. 27 to Nov. 15. Director Bill Butler, guest director, conceived the restoration of the musical and enlisted the assistance of Porter and the Spewacks in preparing the new version for Dallas.

The score includes such hits as "Get Out of Town," "My Heart Belongs To Daddy," and "Most Gentlemen Don't Like Love."

Joan Hovis was chosen by Mary Martin, who rose to fame singing "My Heart Belongs To Daddy," to play the role in the Dallas presentation. She has been coached by Miss Martin for the part and will wear the famous Texas star's original costume.

A prized find for the Dallas season, Nov. 17 to Dec. 6, will be the newest script of Swiss Author Freidrich Duerrenmatt, who has become the rage of New York and London. His newly translated suspense drama, first called "Fools Are Passing Through" and now called "The Marriage of Mr. Mississippi" in its current London production is said to have the same qualities of comedy and shock value which characterized "The Visit"



MARY MARTIN, left, coaches ingenue Joan Hovis for the Dallas production of "Leave It to Me." The new Margo Jones version will run through Nov. 15.

and made the author famous in New York last spring.

"A Midsummer Night's Dream," Shakespeare's comedy classic, with a guest star to head the cast will be given Dec. 8 to Dec. 27. Particularly popular with young people, schools already are making reservations at reduced student rates.

"Triplets," a trio of music plays by Jerome Lawrence and Robert E. Lee, famed dramatists of "Auntie Mame" and "Inherit The Wind," the latter premiered by Margo Jones, the playwrights have plans to make "Triplets" into a TV spectacular and want Dallas to see it on stage first in a devoted tribute to Margo. The production highlighted by familiar folk melodies, presents "The Familiar Stranger," a folk tale of Merce's Gap in the American Hill country; "Roaring Camp," a musical adaptation of Bret Harte's classic short story, and "Annie Laurie," a romance in the life of the poet, Robert Burns, with many of his familiar poems in the musical score.

Four spring productions will be chosen to play three weeks each from Jan. 19 through April 10. Options are now being negotiated to complete the season playbill.

Reservations for single performances at \$2.50 and \$3.25 may be made at the Maple Theater, 5206 Maple Avenue, LA6-7881, and downtown office in McMurray's Bookshop, 1441 Commerce, RI7-4887.

ARTS AND MUSIC

Contemporary Arts Museum Plans Show

On exhibition from October 28 through December 6, at the Dallas Museum for Contemporary Arts, is a showing assembled by Katherine Kuh, former Curator of Sculpture and Painting at The Art Institute of Chicago.

"Signposts of Twentieth Century Art" is unique in scope. In terms of nineteen paintings and six pieces of sculpture, the exhibition offers a concise coverage of the artistic endeavors of our times.

The Fauves, Futurists, Cubists, Expressionists, Surrealists, and Action Painters alike are represented. Works by artists of France, Spain, Switzerland, Italy, Russia, Austria, and America are included. Mrs. Kuh explains in her catalogue introduction that "By signposts we mean less the individual painter or sculptor, more those new directions which have pointed the way, or acted as guides in the development of art today."

Matisse's famous "Woman with a Hat" typifies the bold color and heavy contours used by the Fauves early in our century.

Mr. and Mrs. William S. Paley of New York have lent their celebrated Picasso, "Boy Leading a Horse."

Duchamp's combination of the motion of the Futurists with the fragmentation of the Cubists is evident in his "Nude Descending a Staircase." The "number three" version of this painting comes to Dallas from the Philadelphia Museum of Art, the Louise and Walter Arensberg Collection.

Gris and Braque, two of the innovators of Cubism, and many others are represented in the exhibition.

"Signposts of Twentieth Century Art" is a landmark in the history of the Dallas Museum for Contemporary Arts. Formed in 1957 by a small but ambitious group of Dallasites, the Museum now boasts a membership of well over a thousand.

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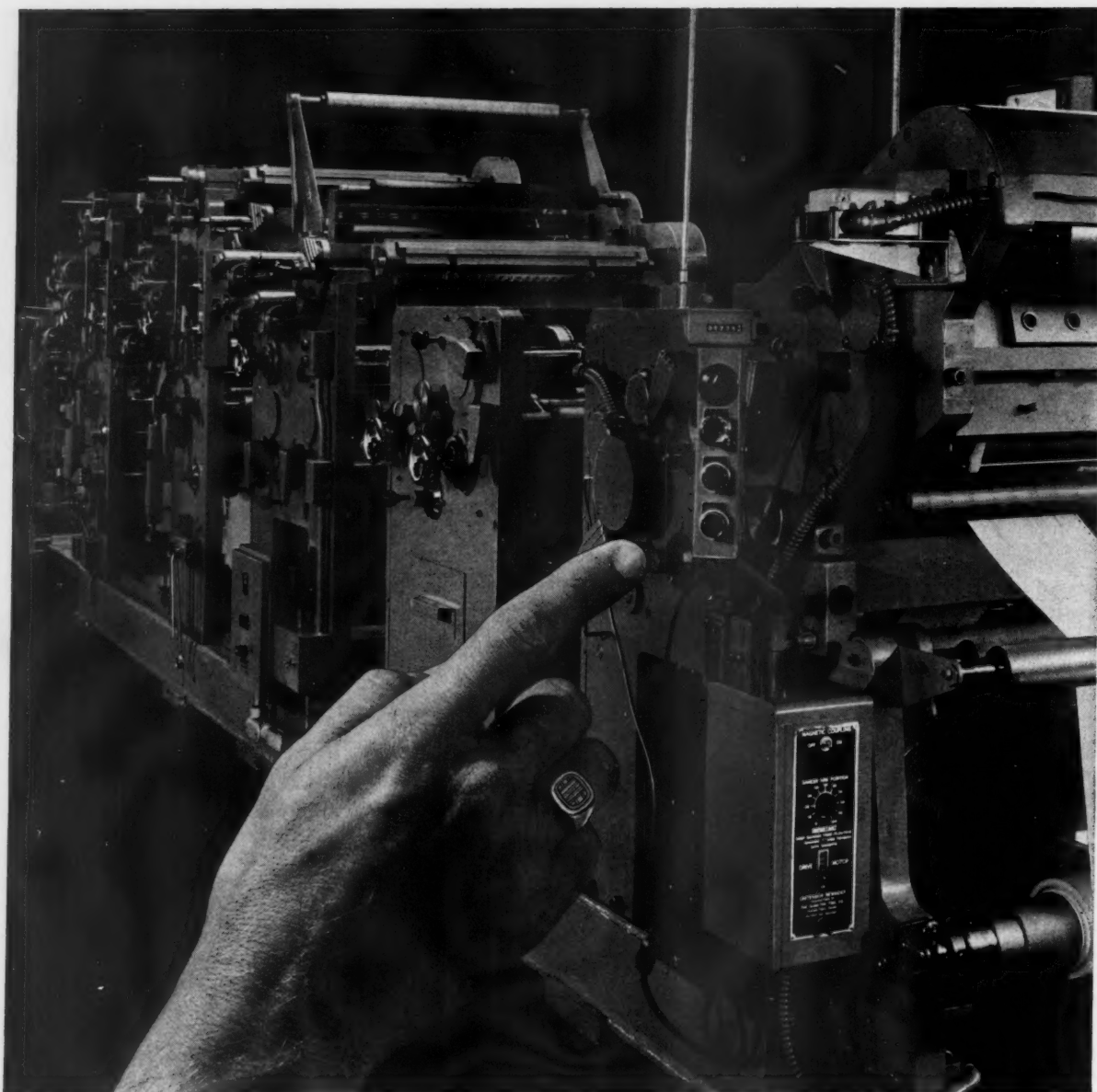
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Women in BUSINESS



Nelle Johnston

When Nelle Johnston answers the telephone on her desk in the executive offices of Texas Instruments Incorporated, there are those who would bet you 100 to 1 that she will be able to answer any question her caller puts to her, if it relates to TI or to the Pilot Institute for the Deaf.

This slender, dark, intense career woman has an encyclopedic mind which penetrates into all aspects of these, her two consuming interests. It is but one trait, however, of a many-faceted personality. People in many walks of Dallas life have felt, and been grateful for, the impact of her intellect, judgment, energy and devotion. She is the kind of person for whom harassed business executives, frustrated committee women, baffled handicapped children, and just plain friends give frequent and fervent thanks.

At Texas Instruments, Miss Johnston is secretary to Board Chairman Erik Jonsson, President P. E. Haggerty, and Executive Committee Chairman Eugene McDermott. The office directory also identifies her as an Assistant Secretary of the Corporation. At the Pilot Institute for the Deaf, 4909 Cedar Springs, she is Chairman of the Board of Directors. At both institutions, she is much, much more than the titles indicate.

Handling the secretarial responsibilities for the ranking officers of far-flung, highly technical Texas Instruments is a

job requiring extraordinary tact and understanding, and infinite resourcefulness. With complete dedication and the capable assistance of Mrs. Estelle Kennedy, Nelle Johnston makes of it an efficient, every-detail-pinned-down operation.

As for her other major interest—the Pilot Institute for the Deaf—she brings to it the same selfless, intelligent, purposeful devotion. This community service project of the Pilot Club of Dallas, where deaf children from nursery through fifth grade ages are taught to communicate with people of normal hearing through instruction in oral speech and lip reading, enlisted the active interest of Nelle Johnston three years ago. Since then she has made its affairs and progress her principal avocation. In this year of her board chairmanship, a new director has been employed—Richard F. Krug, considered by many to be one of the ten most qualified persons in the United States to head up such an institution. Any such milestone of progress is a source of great personal satisfaction to Nelle Johnston.

“Neither the complexities nor the importance of teaching deaf children to speak and understand spoken words, and simultaneously providing the same basic education as hearing children receive, can be overemphasized,” Miss Johnston

said. “With the best of training—our goal at Pilot Institute—deafness need not limit the breadth of the world and its opportunities for these children.”

Nelle Johnston has been very much a part of the world outside herself ever since her birth in the West Texas town of Slaton. She moved as a child to Sweetwater. At Texas State College for Women in Denton she received a bachelor's degree in library science. She was a librarian with the Carnegie Library in Oklahoma City and Denver Public Library, and was associated with Magnolia Petroleum Company's research laboratory in Dallas and Socony Oil's research laboratory in Paulsboro, N. J., before coming to Texas Instruments in 1947.

She lives in an apartment at 7623 Eastern and likes to swim, read and play bridge—“if, and when I find time—which doesn't seem ever.”

Erik Jonsson sums up in a single comment what a great many people think of Miss Nelle Johnston:

“If Nelle Johnston did not exist, she simply would have to be invented. The world encompassed by her interests and activities, professional, humanitarian and personal, couldn't function without someone exactly like her. Literally, it is impossible to describe adequately all she does for, and means to, those who are privileged to have her as a friend and fellow worker.”

Membership Committee Nears Goal

During the month of September, the Membership of the Dallas Chamber of Commerce sponsored 201 memberships. This brought the total for 1959 to 1,657, short 302 of the annual goal. Membership Chairman Marvin Davison stated, "at the last meeting of our committee we decided to accomplish our annual goal by December 1, and I am confident this will be done."

Highlight of the month was the news that Judge Joe B. Brown had sponsored his 100th Chamber member in twelve consecutive months, becoming eligible for the Board of Directors Life Member Award. He is the 35th individual to accomplish this in the history of the Dallas Chamber.

As of September 30, there was a change in the race for the three President L. T. Potter Trophies. Section No. 7, under the leadership of Vice-chairman Jack Wantland, took over the No. 3 trophy from Section No. 4, which had maintained possession since February of this year. The No. 1 President's Trophy continued in the possession of Section No. 2, Vice-chairman Bill Shaw, and Section No. 3, Vice-Chairman Oliver Erickson, continued to hold the No. 2 President's Trophy.

Committeeman Judge Joe B. Brown and Charles Barrett, (Texas Instruments) were each winners of one basket of "Ruby Red" Valley grapefruit awarded by Chamber member Joe Golman and 1 aircraft model supplied by Chance Vought Aircraft Corp. for sponsoring 42 and 15 memberships respectively.

Firms Increase Membership

The Board of Directors of the Dallas Chamber of Commerce takes great plea-

sure in saying thanks from the Chamber's entire membership to the following veteran members of the Dallas Chamber who have this month increased their investments in Greater Dallas by substantially increasing their annual Chamber of Commerce dues:

Airco Supply Company, 2325 W. Jefferson, Grand Prairie, Eugene W. Goree, (C. J. Barrett, sponsor)

Allied Finance Company, 2808 Fairmount, David D. Steere, Bruce M. Steere, W. C. Buford, (Bill Shaw, sponsor)

Century Blueprint Company, 311 North Akard, George S. Terry, (R. L. Marshall, sponsor)

Continental Baking Company, 2100 Thomas, Lester Craycraft, J. Gordon Hamilton, Bob R. Wooldridge, H. E. Billings, (M. J. Horton, sponsor)

Continental Battery Mfg. Corp., 4919 Woodall, Ralph W. McCann, Kelly McCann, (M. J. Horton, sponsor)

T. C. Crist Construction Company, 3415 Milton, T. C. Crist, (Charles Barrett, sponsor)

Decals, Inc., Roy Oxford Carter, Jr., 134 Cole, (Bill Shaw, sponsor)

Diamond Alkali Company, P. O. Box 6140, Hanson Roberts, R. E. Schatzman, Betty J. Miller, (Dawson Sterling, sponsor)

Egan Company, 1006 Ross, William Egan, W. D. Pedigo, A. Y. Zadik, Jno. B. Collins, J. W. Zadik, (Dawson Sterling, sponsor)

Gall Novelty Company, 1022 Commerce, E. J. Gall, (Asher Dreyfuss, Jr., sponsor)

General Electric Credit Corp., Trinity Universal Bldg., E. L. Watson, W. L. Bell, (C. J. Barrett sponsor)



Membership Committeeman Bill Shaw, opposite page, winner of the 10-day deluxe tour for two of Mexico, given by Chamber member DeLara Tours, arrives in Mexico City October 1 accompanied by his guest Sam Pettigrew (center), and is greeted by Senor Manuel Compeán Sotelo (left) of American Airlines.

Notables attending September 24th luncheon of Chamber's Membership Committee (lower picture, opposite page) are left to right: 1958 Committee Co-Chairman and Associate Chairman in 1957, Double Life Member N. W. Ryan; 1957 Committee Chairman Felix Harris, past Chamber President 1954 and 1955, and Quintuple Life Member Jerome K. Crossman; 1958 Co-Chairman and Life Member W. C. (Bill) Windsor.

HOLDERS of the three President L. T. Potter Trophies and the Top Hand award for 1959 at the end of September were: Left to right: Russell Thompson (C. Wallace Plumbing Co.), representing section No. 3 of the Lasso Club with the No. 2 trophy; Charles Barrett (Texas Instruments), representing section No. 7 with the No. 3 trophy; Senator George Parkhouse (Middleton, Inc.), representing section No. 2 with the No. 1 award; Dick Ingram (Dallas C. of C.), who has maintained his position as the Top Hand for the Membership Committee since January 31.



TOP HANDS...

JACK WANTLAND
Eighth Award



DAWSON STERLING
Fourth Award



DICK INGRAM
Second Award



BERNARD RATHHEIM
Second Award



SEN. GEO. PARKHOUSE
First Award



Glazer's Whlse. Drug Co., 2201 Leonard, Max Glazer, J. S. Leibs, (Donald Kerr, sponsor)

Industrial Office Supply Company, 1318 North Industrial Blvd., Lloyd W. Birdwell, Eugene D. Obst, R. B. Snow, (C. J. Barrett, sponsor)

I. B. M., 2911 Cedar Springs, H. C. Wendler, R. R. Lucas, A. M. Goad, C. F. Dean, J. A. Lill, (M. J. Horton, sponsor)

Johnson & Johnson, 9000 Denton Drive, F. C. Heenan, L. J. Zurlis, (C. J. Barrett, sponsor)

Kliwer & Roach, Mercantile Bank Bldg., Ed Kliwer, John L. Roach, (Don Kerr, sponsor)

John E. Mitchell Company, John E. Mitchell, John E. Mitchell, Jr., Orville Mitchell, Donald F. Mitchell, 3800 Commerce, (John J. Hospers, sponsor)

Trinity Universal Insurance Co., 2000 Ross, Gordon Yeargan, Hamlett Harrison,

Benj. D. Taylor, (Dawson Sterling, sponsor)

National Cash Register Company, 3800 Live Oak, D. A. Tucker, (M. J. Horton, sponsor)

Moody-Day Company, E. R. Day, 2323 Irving Blvd., (R. L. Marshall, sponsor)

Hugh B. Williams Mfg. Co., 8330 Lovett, Hugh Williams, (Asher Dreyfuss, Jr., sponsor)

★

New members are:

Financial

Funds Investment Company, 4332 Bryn Mawr; John O. Gieseke (J. I. Jordan)

Irving State Bank, P. O. Box 337 — Irving, Texas; Phillip Reid (Charles Barrett)

Grogan Lord and Company, 2222 Live Oak; J. B. Manning (Jack Wantland)



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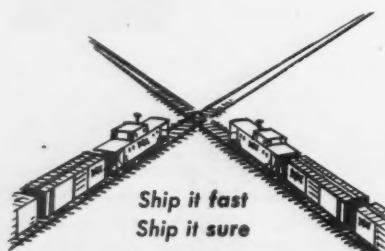
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COMMITTEEMAN-OF-THE-MONTH



JACK HOSPERS

John J. (Jack) Hospers, winner of this month's award as the "Committeeman-of-the-Month" almost qualifies for the title of "Mr. Membership" himself. During his seven years of outstanding service with the Dallas Chamber of Commerce he has signed up the impressive total of nearly 900 members for the organization.

Jack has captured practically every honor the Chamber can bestow for workers on its membership drives. The only six-time Life Member, he is today the first president of the Life Member club comprising 33 men who have signed up 100 or more for the Chamber in a 12-months period.

Jack, who is special assistant to the president of Chance Vought Aircraft, Incorporated, joined forces with the Chamber in 1953. Two years later as chairman of the Lasso Club (membership), he helped surpass the goal of 1955 members by pushing the mark to 2,023.

He has won every Top Hand award given by the Chamber, 11 in all, since the system of awards was started and in 1957 was named the Most Valuable Committeeman of the Year. This last honor involved not only signing up new members but covered all-around community betterment work in behalf of Dal-

las and the Chamber of Commerce.

Jack is one of the more than a thousand employees of Chance Vought who moved to Texas from Connecticut when the firm moved south in 1948. Today he is one of only a handful of long-time Vought employees who was hired personally by Chance Milton Vought when the company was a growing young firm.

Mr. Hospers was standing in line trying to get a job with Vought back in 1928 when the pioneer aviator and aeronautical engineer spotted him and, after a few questions about his aviation experience, gave him a job. He started out in the Merchant Marine but aviation looked more promising to him so he enrolled in a flying school. He taught navigation on the side to finance his flying lessons. After he became a pilot he tried barnstorming and found that was next thing to starving to death, so applied for and got a job as a mechanic with Chance Vought.

Jack Hospers' wide knowledge of airplanes and aviation mechanics soon was paying off for the company. He became a field representative with the U. S. Fleet — one of the first so assigned by any aircraft company — trouble shooting on Vought airplanes used by the Navy.

Before World War II he had made 13 major cruises with the Fleet to help it keep its planes flying. During the war he was called to active duty and spent most of the conflict jumping from South Pacific atoll to island, dodging bombs and bullets, to solve aircraft problems of all kinds.

Besides being a pilot with more than 3,000 hours at the controls of landplanes and seaplanes, Jack is an inventor. He holds several patents on devices to improve performance of aircraft and Navy carriers.

Martin H. Morgan & Company, 211 North Ervay; Martin H. Morgan (James W. Layne)

Service

AAA Shirt Service, 4815-B Ross Ave.; Emmett W. Hardy, Jr. (David Locker)

Hunt Delivery Company, 1346 Chemical St.; Garland Hunt (Judge Joe B. Brown)

Lochwood Exterminators, 11214 Sinclair; Clifford D. Clayton (Ellis Watkins); Alco Pest Control, 3011 West Davis; H. H. Smith (J. I. Jordan)

Allied Continental Auto Assoc. of Texas, Inc., 1706½ Forest Avenue; J. R. Box (Jack Gidcumb)

Kissin' Radio, Inc., Cliff Towers Hotel; John L. Buchanan (Bernard Rathheim)

Membership

Penny Pest Control Service Co., 1309 South Buckner; H. J. Wright (Ellis Watkins)

American Industrial Leasing Company, 3330 Regent Drive; Wm. L. O'Brien (Bob Greenwald)

Bradley Radio & T-V Service, 914 No. Peak; M. W. George (John Horton)
Circle Bowl, Inc., 10011 Denton Drive; Jack Isaminger, Jr. (Jack Wantland)

Oil

W. D. I. NORRIS, 3708 Marquette (A. G. Gary)

Auto Service

NORTHHAVEN TEXACO SERVICE, 11231 North Centr. Exp.; Phil Briggs (Dawson Sterling)

Insurance

THE JOHN P. PIERCE AGENCY, 1900 North Akard; John P. Pierce (Carter Minor)

Printing and Publishing

Arthur J. Gavrin Press, Inc., P. O. Box 8441; Richard Schneider (Dawson Sterling)

Offset & Paper Cutter Service Co., 4341 Alta Vista Lane; Anthony DeLauro (James W. Layne)

Insurance

The John P. Pierce Agency, 1900 North Akard, John P. Pierce (Carter Minor)

United National Life Ins. Co., Simons Bldg.; Pollard Simons (Bob Greenwald)

C. E. Loudon Ins. Agency, 6814 Lakehurst; C. E. Loudon (Russell Thompson)

Real Estate

Bill Coleman, P. O. Box 6028 (Jack Wantland)

Transportation

Global Bulk Transport Corp., 203 Coke Bldg.; Marvin Watten (Judge Joe B. Brown)

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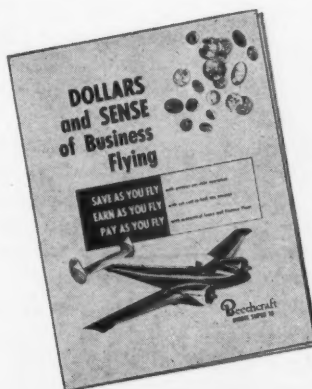
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HOTEL BRANDON at Pecos
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DALLAS

AVIATION



Dallas Love Field Heads for Record Year

Dallas Love Field appears headed for the biggest year in its history.

Dallas generated 557,774 enplaned air passengers during the first half of 1959, almost 45,000 more than during the same period in 1958. This record high was achieved despite an American Airlines strike which crippled all air travel between Dallas and points in Arizona and California early in the year.

"If this same pace is continued during the last half of 1959, last year's all-time record of 1,036,102 enplaned passengers will be far surpassed," said H. L. Nichols, chairman of the Aviation Committee of the Dallas Chamber of Commerce.

An average of 18.1 passengers were enplaned here on each of the 30,845 scheduled departures from Dallas during the first six months of 1959. This is an increase from the average of 16.9 during 1958's first half.

The figures in Mr. Nichol's report were based on Form 41 Reports that the airlines file with the Civil Aeronautics Board on a quarterly basis. The reports for the second quarter have just become available.

"Deplaned passengers are not reported by the airlines," Mr. Nichols noted, "but the industry generally assumes that there is one deplaning passenger for every enplaning passenger. On this basis, the total number of air passengers generated by Dallas this year has already exceeded 1,100,000 — not counting the through traffic."

Biggest gain during the second quarter of 1959 was shown by American Airlines,

which enplaned 93,184 domestic passengers compared with the strike-hit first-quarter of 68,776. American began jet service to Dallas in June. Continental Airlines showed a better than 100% gain, over first-quarter enplaned passengers because of new routes to West Texas and New Mexico which the line began flying in April. Continental showed 23,149 enplaned passengers in the second quarter compared with 10,759 for 1959's first quarter.

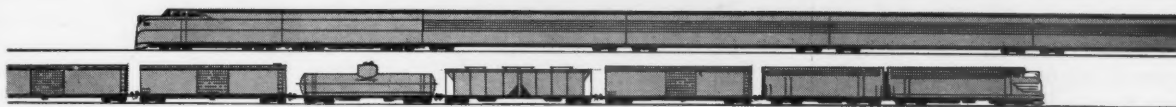
For the six-month period, Braniff was the leading carrier with 219,385 enplaned passengers at Dallas Love Field, and American showed 165,572; Delta, 102,265; Continental, 33,900; Trans-Texas, 24,824; and Central, 10,820.

In an analysis of the trends in air service and air traffic generated at Dallas and Fort Worth, Mr. Nichols reported that Dallas' domination is steadily increasing. With only 67.9% of the scheduled departures from the two cities during the first half of 1959, Dallas generated 85% of the enplaned passengers. During the first six months of this year Fort Worth enplaned 98,695 passengers on 14,551 scheduled departures. This is an average of only 6.7 passengers per scheduled departure, compared with the Dallas average of 18.1.

While Dallas was showing an increase of some 45,000 enplaned passengers over the first six months 1958 figure of 513,716, Fort Worth's enplaned passengers dropped off almost 3,000 from 101,578 of 1958's first half.

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S. P.'s *Sunset* between New Orleans, Houston and Los Angeles earns the praise of veteran and first-time traveler alike. Private Pullman rooms, tempting meals in the Audubon Diner, refreshments and fun in the French Quarter Lounge, plus attentive service—add up to a most relaxing and enjoyable trip. The *Sunset* also has fine Chair Car accommodations for budget-minded travelers.



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Material Handling

(Continued from page 31)

loading of raw steel. Inca distribution is national in scope.

Frontier Manufacturing Company is another major Dallas manufacturer of storage equipment. Expanding steel shelving business in the Southwest, West and Midwest, plus the addition of two lines of new slotted steel angle have made it possible for this firm to expand its manufacturing facilities at the home plant at 11200 Harry Hines Boulevard.

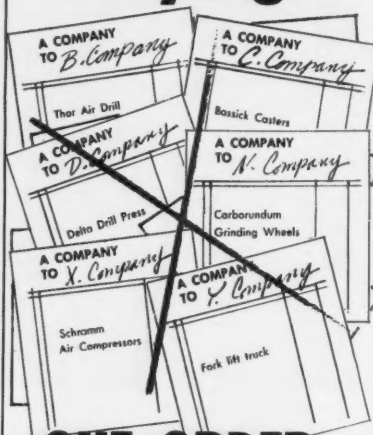
The new addition, a modern masonry and concrete building, is two stories high and will provide 100,000 square feet of floor space. The addition was started in April to provide additional manufacturing space required to finish and fabricate the enlarged line of Frontier commercial and heavy duty steel shelving, rack shop equipment and Frontier Steel Slotted Angle. The company has grown rapidly since its inception in Dallas in 1947 and it has nation distribution on its products.

At the other end of the scale in the use of material handling equipment, Texas Delivery Service of Dallas has perhaps the largest and most versatile material handling service in the Southwest. This firm operates every type of equipment from forklift trucks to 7-ton unit trailers. It has giant hydrocranes that can be moved anywhere in the area. Its hydrocranes can move over the road at 45 miles per hour. This firm recently purchased a 20 ton Silent Hoist. This is really a super hydraulic fork-lift that can be moved over the road, under underpasses and it can be used to lift a 20-ton load to the height of 20 feet.

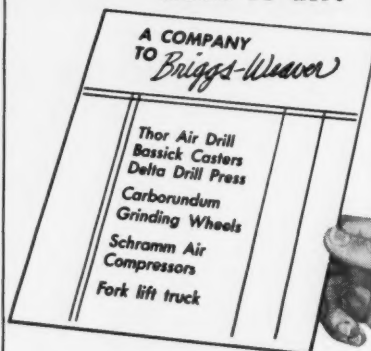
Texas Delivery recently moved more than 400 truck-loads of industrial equipment for Texas Instruments and more than 100 truck-loads in a Collins Radio move. It moved large units of maintenance equipment for Braniff International Airways. The variety and scope of this firm's material handling equipment covers everything from the largest cranes to the smallest trucks. It has built up a corps of expert material handling personnel who are able to move everything from rugs to Ramacs and can handle precision mechanical brains with the skill of a laboratory technician.

Dallas is also a major center for material handling distribution. Towne Industrial Equipment Company, Inc., is perhaps the largest in the entire South. This firm maintains a \$100,000 inventory including basic parts and is a regional distributor for

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Clark Equipment. They also handle skid platforms, dock boards, conveyors and a complete line of material handling and storage equipment. Briggs-Weaver Machinery Co. is also a major outlet for material handling equipment in the Dallas Southwest. Yale & Towne is one of their major lines.

Fork-lift trucks of varying size and power also make up the major lines of other important Dallas firms such as John Gilliam Equipment Co., C. H. Collier, W. A. Tayloe & Co. and others. John Gilliam Co. handles the Allis-Chalmers line. W. A. Tayloe is a rapidly expanding firm specializing in materials handling and storage equipment, pallet racks and lift trucks. A. C. Andrews Company line includes hand trucks, fork trucks, portable elevators, electric and gasoline platform trucks, skid platforms, conveyors, steel strapping and other items.

The Dillon Scale & Equipment Co. carries approximately the same lines. This firm recently furnished Grover Transitube Systems for industrial, government and institutional installations. This pneumatic tube system will also be installed in the plant of the Friendly Chevrolet Co. in Dallas by Dillon.

The W. W. Cannon Company specializes in storage equipment, steel shelving, parts bins, partitions and other features of planned storage for industry and warehouses. L. R. Ward Steel Products Co. is another leading firm in this field. This firm is now introducing a new line of "Kee Klamp" tubular structures to fill the need for low cost shelving, braces and supports. "Kee Klamp" has wide flexibility and can be built into roofs and angles capturing valuable space. There is no cutting, no building or pieces and each job has a built-in safety factor.

Nichol Scales Inc. is another Dallas firm that is allied with the material handling field. This firm recently installed large batching scales at Texcrete that batch and measure materials and also a similar installation at Paymaster Feed Mills. This firm sells everything from laboratory scales to rail and motor freight installations and the large automatic scales incorporate material handling features that bring automation into the mixing and handling of precision mixes for many types of materials.

The many-sided features of material handling and storage make up an industry in Dallas that is creating the basis of new manufacturing and distribution payrolls for the future. Dallas is also the headquarters of the North Texas Chapter of the American Materials Handling Society.

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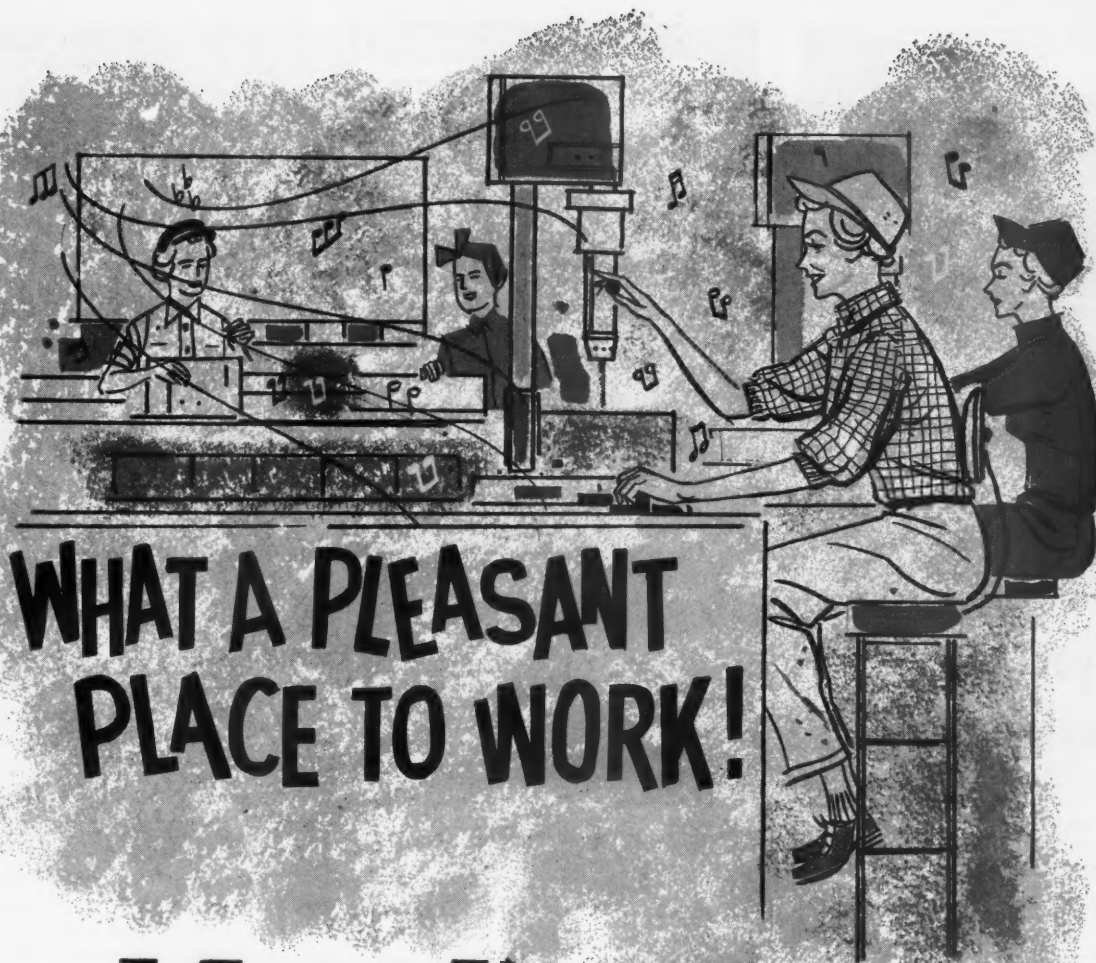
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TOP FLIGHT

Visitors



PAT NIXON
Charm and a smile.

Outstanding visitors from both the United States and far-off countries was more the rule than the exception in Dallas this month.

Taking the city by probably the biggest storm of charm and smiles were Vice President and Mrs. Richard Nixon who participated in opening ceremonies at the Texas International Trade Fair.

Earlier in the day, Nixon spoke to a luncheon crowd of 1,600 and tried with jovial, if moderate success, to stay off of purely political subjects.

Staged as a press interview, the Vice President answered questions which ranged from cures for inflation to religion in Russia.

While insisting on resisting inflationary wage increases as a bar to inflation, Nixon deplored the possibility of too-heavy government intervention in strikes which he said "without good reason inevitably will destroy collective bargaining in the United States."

Debt management on a long term basis and a program of insisting on living within our means were other solutions to inflation ills.

On the subject of Russia, Nixon came out strongly with the idea of going Khrus-

chev one better. "Our greatest mistake is to meet them (the Russians) on the ground they have selected. We must have competition not only in factories, but in ideas and in spiritual values."

In closing the luncheon, Nixon pointed out to his audience that above all we must keep before the whole world our system of progress with freedom.

*

Turkish Prime Minister **Adnan Menderes** called for unity and an unwavering free world stand against communism at a Dallas Council on World Affairs meeting.

"The Turkish Government and nations which have shared with the American nation the same ideals of liberty, democracy and a just and durable peace have harbored neither apprehension nor concern over the peace overtures made by Soviet Russia.

"The whole free world is determined as ever to explore every avenue that may lead to the elimination of the dangers that presently confront all mankind, but without lowering our guard or weakening in



ADNAN MENDERES
"Unwavering free world stand."



DICK NIXON
"Progress with freedom."

our resolution to defend ourselves and our rights."

*

J. Peter Grace, here for the South American Fortnight, told Dallas businessmen that he expects to see a South American Common Market operating in 20 years, and a Central American Common Market within five years.

The reason, said Grace, who is president of W. R. Grace & Company, is simply that "the people want it."

*

Ignorance on functions of the United Nations was scored by **Palmer Hoyt**, a vice-president of the American Association for the U. N.

Lack of information and understanding of what the U. N. is and what it can do "in itself helps to keep the U. N. from working more effectively," he said.

As an aid to understanding other nations, Hoyt complimented Texas on making foreign language requirements in the schools tougher.

"More of this must be done."

*

Roy R. Rubottom Jr., Assistant Secretary of State for Latin American Affairs, warned Dallasites that communist leaders in Latin America get their instruction straight from Moscow and Peiping... "instruction open and avowed to frustrate and break up inter-American relations."

Population explosions, increased demand for capital, mass educational needs and rapid shifts to urban areas are current Latin American problems.

Said Mr. Rubottom, "We should give them our recognition."

It's the "little things" that pick the corporate pocket

IT'S the mark of a good executive to delegate authority. "Don't run a one-man show," the experts say. It is also the mark of a good executive to backtrack occasionally and check up on the results of delegated authority — particularly in those areas that may seem to require little executive judgment. These are the "little things" — *that count*.

Take, for example, the purchase of hand tools — wrenches, screwdrivers, impact sockets, pliers, etc. used on the production line or by the maintenance department. Just a routine buying job. You can pick 'em up anywhere — cheap.

But are they cheap? Poor-fitting tools cause accidents. Accidents cost money. Cheap tools damage screws, nuts, expensive parts. More cost. Cheap tools break easily, mean wasted time going back to the tool crib. More cost.

And with cheap tools, that's all you get — cheap tools. No advice, no benefit of an experienced sales engineer's tool and tool-use knowledge.

May we cite just a couple of examples of how top-quality SNAP-ON® tools sold by a SNAP-ON specialist saved these companies time and money.

Case A.

Impact sockets. SNAP-ON sales engineer inspected production line, suggested testing SNAP-ON power impact sockets along with brand then in use: *Result:* SNAP-ON sockets costing a few cents more handled ten times the work before showing wear. The Company switched to SNAP-ON sockets, reports substantial savings.

Case B.

Tool kit for electronic assembly. SNAP-ON sales engineer inspected production line — recommended a special selection of tools to be purchased by employees. *Result:* There was such an improvement in work quality and output among SNAP-ON kit owners that the company arranged for every production employee to have a kit.

SNAP-ON Tools Corporation can cite hundreds of cases just like these, where qualified tool specialists recommended standard or special tools that resulted in faster production, greater safety, better work.

Perhaps hand tool purchasing is one of those "little things" that you or one of your associates should look into. If so, SNAP-ON would be happy to have a representative call and go over your hand tool program. Tools are a SNAP-ON representative's business — his *only* business. He can help you save money. Call your nearest SNAP-ON branch or write us, outlining your problem.

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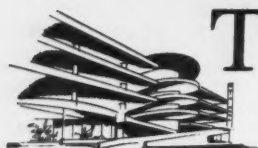
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Civic Asset: The Cotton Bowl

(Continued from page 37)

by mail only during the period starting, Friday, October 23, and ending at midnight Monday, November 2.

When all applications received on these dates have been opened and filed, the customary drawing will be held to determine the allocation of the 25,000 available tickets. Tickets are due to be mailed and all unfilled applications returned to the sender shortly after December 1.

Applications are being accepted for any number of tickets. However, if orders for more than ten tickets are received from any one individual, they will be placed in the draw so that the maximum number of tickets which can be drawn at any one time will be ten. In other words, you can order twenty or thirty tickets, but you wouldn't get them all in one block. They would be in blocks of ten.

The price of the tickets is \$5.00 and a 25 cent mailing fee must be added to each order. Ticket applications, accompanied by checks or money orders, should be mailed to the Cotton Bowl Athletic Association, P. O. Box 7185 Inwood Station, Dallas 9, bearing in mind that the deadline is midnight, Monday, Nov. 2.

An interesting sidelight on the operation of the Cotton Bowl are the financial arrangements. What becomes of the money paid in by the cash customers to see the game?

Roughly 7 per cent of the money taken in is paid to help retire the bonded indebtedness on the Cotton Bowl stadium.

Of the remainder, approximately 39 per cent goes to each competing school. The Southwest Conference representative divides its payment between the other conference schools, according to a formula worked out by the conference. Hence all the Southwest Conference schools actually share in Cotton Bowl proceeds.

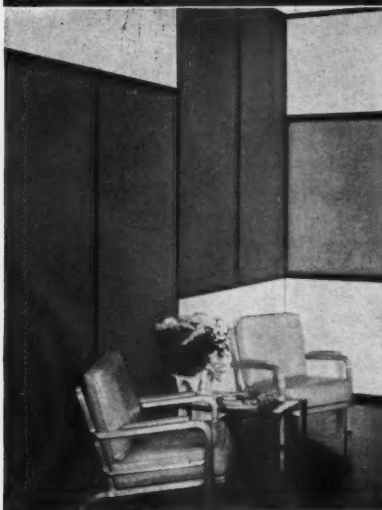
The remaining 22 per cent of the receipts goes to the Cotton Bowl Athletic Association. After paying its expenses for the year, the association gives the remainder of its income to the Southwest Conference.

The Cotton Bowl Football Classic is a prime civic asset whose value to the community as a whole is almost impossible to over-estimate.

The economic benefits to the city through the influx of the thousands of visitors who come here for the game should be self-evident.

In addition, all during Cotton Bowl Week, the Dallas dateline appears regu-

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larly on the sports pages of newspapers throughout the country, giving this city the kind of national publicity it is impossible to buy.

There are probably more words written about the Cotton Bowl Classic than any other single event that takes place in Dallas.

This great football game and all the excitement that surrounds it focuses attention on Dallas as one of the major sports centers of the nation, and reflects credit on this entire area as a "livewire," wide-awake, progressive community.

The thousands of visitors, coming here from various sections of the country, inevitably go home singing the praises of Dallas, its hospitality, its prosperity and its advantages as a place to live and work.

The Cotton Bowl Classic is one of Dallas' best public relations assets, and the Cotton Bowl Athletic Association one of the most dedicated and civic-minded groups in the city.

★

Dallas Warehouses

(Continued from page 21)

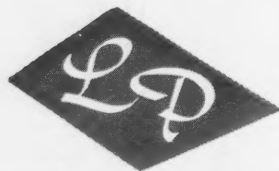
Alford's. This firm processes and sells five million chickens a year and a dozen other poultry, fowl and all-meat products. Youngblood now services its customers in Texas and the rest of the United States plus a dozen foreign countries through Alford's Refrigerated Warehouses.

Simple figures on Alford's Refrigerated Warehouses are most impressive. It comprises 23 acres in all. It has 25 million square feet of storage space and 8 million cubic feet of refrigerated area. With its large storage in transit operations, and its distribution facilities serving the Southwest and other parts of the nation, it is one of the major factors in pushing Dallas ahead as one of the nation's leading warehouse centers.

The moving of Great Southwest Warehouses Inc. into the Dallas distribution picture makes this one of the most significant years in Dallas' warehouse expansion. In July, two of Dallas' oldest and largest public warehouse organizations, the Dallas Transfer & Terminal Warehouse Co. and Interstate-Trinity Warehouse Co. combined forces with a lusty young newcomer, Great Southwest Distribution Center in the Great Southwest Industrial District, midway between Fort Worth and Dallas, to form a new company, Great Southwest Warehouses Inc.

The new operation offers what its ex-

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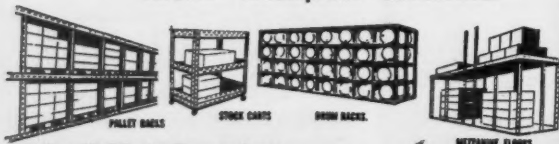
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executives expect to be one of the most modern, comprehensive and economical warehousing and distribution facilities in the Southwest. It will ultimately effect vast economies in operating costs and economic advantages for national accounts when the distribution facilities are consolidated.

In addition to distribution facilities already in being in Dallas, Great Southwest Warehouses will be centralized gradually into a vast, one-story, concrete warehousing complex ultimately to contain 2,000,000 square feet of floor space. The first 200,000 square foot unit is now occupied by Great Southwest Distribution Center, the firm presently operating over 1,000,000 square feet in all its locations.

Dallas Transfer & Terminal Warehouse now has 325,000 square feet in its headquarters in the second unit of the Santa Fe Building; 40,000 square feet at that building's annex; 51,000 square feet at its Latimer Street Warehouse and 50,000 square feet at its Austin Street Warehouse. Interstate-Trinity has 107,000 square feet of space at its 301 North Market headquarters; 14,000 square feet at 601 North Corbin and 36,000 square feet at its 2112 North Lamar location.

The Shippers Warehouse Co. is another major Dallas warehousing and distribution operation. Located on a 11.5 acre site at Lamar and Forest Avenue, this warehouse has 600,000 square feet of space. This operation grew out of an exclusive cotton operation and the firm still handles cotton in large volume. The firm recently added a new building with 66,000 additional feet of floor space and 20,000 square feet of controlled temperature storage, and a new office building.

Shippers Warehouse is primarily engaged in volume merchandise storage for national accounts and handles a large volume of storage in transit. This is one of the most highly mechanized operations in Dallas and recently increased the size of its material handling equipment to speed up volume handling. Shippers Warehouse has 40-car capacity docks on a private switch track, loading dock space for 60 trucks, and ample turn-around and maneuvering room for trucks.

Koon-McNatt Storage & Transfer Co. is another distribution facility that has been serving Dallas for more than a quarter century. This firm has 110,000 square feet of storage space, operates a pool car service and maintains offices for brokers and manufacturers agents.

Texas Express Company is another Dallas firm that specializes in warehouse service and pool car distribution. This

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firm recently enlarged its terminal at 2700 Gaston Avenue and now has 40,000 square feet of merchandise storage space. This firm started in business in Dallas in 1946 with a fleet of four trucks and 600 square feet of dock space. It now has 45 trucks and 31,500 square feet of dock space.

The Texas Express Company pool car and truck terminal has a capacity for spotting 22 rail cars and 37 trucks. It also acts as cartage agent for Dalworth Shippers Association and Republic Car-loading Company. The firm has a companion operation in Fort Worth and the total operation involves 100,000 square feet of terminal and warehouse space and 50 employees.

Texas Delivery Warehouse is another fast-growing public facility that now has 100,000 square feet of warehouse space. This firm recently added another building at 801 S. Lamar with 55,000 square feet of space. Combined with a wide variety of delivery services from small packages to heavy industrial equipment, Texas Delivery Service specializes in warehousing machinery and equipment that requires special handling. This includes everything from I.B.M. Electronic Brain Equipment to air conditioners.

This firm has private spur trackage on the Santa Fe and Cotton Belt and a large storage yard. It serves more than 100 leading manufacturers and distributors and operates a large fleet of trucks in addition to a wide variety of special material handling equipment for delivery of heavy equipment to office and plant sites.

Dallas has approximately thirty large public warehousing organizations including general merchandise warehouses, farm products warehouses, cold storage warehouses. This does not include the many warehouses in Dallas devoted exclusively to household goods and allied products. The public warehousing industry is one of Dallas' major distribution advantages and it continues to expand to serve the needs of the Dallas Southwest.

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NEWS SPOTLIGHT

Planning Committee Elects Harold Young

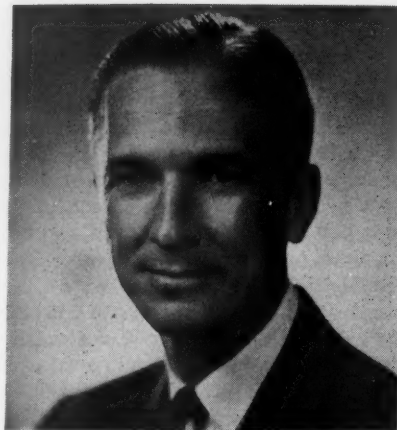
Harold M. Young of Dallas was elected chairman Thursday of the Dallas Metropolitan Area Planning Committee at the group's organizational meeting at the Baker Hotel. Choice McClure of McKinney was elected vice-chairman.

The committee is composed of representatives from all chambers of commerce in the four-county Dallas Metropolitan Area. Mr. Young is the representative of the South and East Dallas Chamber, with Mr. McClure representing the McKinney Chamber. Counties in the area include Collin, Dallas, Denton and Ellis.

At its first meeting, the group agreed to ask for suggestions from each chamber for projects that require area-wide cooperation.

C. B. Peterson, representative of the Dallas Chamber, called the new committee, "an area-wide organization that will provide unified action on projects of interest to the entire Dallas Metropolitan Area."

Other representatives on the committee include Jim Upfield, Carrollton; Frank J. Altick, North Dallas; James W. Smith, Oak Cliff; Bert Perrin, White Rock; Bill Utter, Denton; N. D. Speers, Ennis; Jim Eidson, Garland; J. Marvin Hunter, Grand Prairie; Trent Root, Jr., Irving; Charles Hooser, Italy; Zan Burroughs, Lewisville; Robert R. Rogers, Mesquite; William N. Sewell, Midlothian; David McCall, Plano; William P. Appel, Richardson; Howard Mathison, Sanger; Pete Miller, Waxhachie, and C. Truett Smith, Wylie.



COLLINS

Collins Heads White House Conference Committee. James M. Collins has been named chairman of the Dallas County Committee of the White House Conference on Children and Youth.

The local committee includes more than 200 people who are gathering data on topics vital to the conference in Washington on March 27th. The material is being compiled to form Governor Daniel's report, after a State conference in Austin on December 5th.

Assisting Mr. Collins on the Dallas County Committee are the following chairmen: Henri L. Bromberg, Youth Participation; Robert Stewart, Juvenile Delinquency; Robert Baxter, Education; Dr. Tom Shipp, Values and Ideals; Dr. Ruth Mewhinney, Health; Frank Heller, Welfare, and Mrs. Philip Vogel, Publicity.

★

Wilson Named Bowler of Year. C. O. Wilson has been named "Bowler of the Year" in the Dallas and Fort Worth area by the Texas State and Greater Dallas-Fort Worth Bowling Proprietors Associations. The award is the highest bowling honor available to citizens of this area.

NOTICE TO EMPLOYERS

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News Spotlight

New Bridge Is Named To Honor Dale Miller

A new high bridge spanning the alternate route of the Intracoastal Canal at Aransas Pass has been named the Dale Miller Bridge, in honor of the executive vice president of the Intracoastal Canal Association of Louisiana and Texas. Mr. Miller is also the Washington Representative of the Dallas Chamber of Commerce.

Mr. Miller is the son of the late Roy Miller who, with C. S. E. Holland, was a leader in the movement to form the Intracoastal Canal Association. He has represented Dallas in the Nation's Capital for 18 years.

The Bridge over the channel is the largest of four on the causeway, designated as State Highway 361. It has a vertical clearance of 50 feet and a horizontal clearance of 125 feet where it crosses the waterway. It is 2,096 feet long.

The bridge was named in Mr. Miller's honor in response to a resolution passed by the Aransas Pass City Council requesting such action. The resolution cited Mr. Miller for his efforts on behalf of the Canal.

★

World Day of Prayer Observed. On October seventh, during the noon period, Dallas observed World Day of Prayer, proclaimed nationally by President Eisenhower and locally by Mayor R. L. Thornton.

The Dallas observance was unique in the nation. With all vehicle traffic blocked off in front of the Commerce Street entrance to the Baker Hotel, upwards of 10,000 busy Dallas residents paused briefly for a noon prayer service.

Ben H. Wooten, president of the First National Bank in Dallas, was general chairman of the event. As in past years, Salvation Army officials handled the mechanics of the program. Texas Divisional Commander Colonel Ernest Pickering conducted the service.

The following men, representing three faiths, were members of the sponsoring committees: Bishop Thomas Gorman, Dr. Luther Holcomb, Rabbi Levi Olan, J. L. Latimer, John E. Mitchell, Jr., and Carl Flaxman.

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News Spotlight



WYNNE

Wynne Named Conference Co-Chairman — Angus G. Wynne, Jr. has been named Protestant co-chairman of the Dallas Chapter of the National Conference of Christians and Jews succeeding Charles E. Beard.

Louis Tobian is Jewish co-chairman and Thomas C. Unis is Catholic co-chairman of the chapter. Mr. Beard, president of Braniff International Airways, who has been Protestant co-chairman for the past three years, will continue as a member of the Dallas board of the Conference.

★

Defense Conference to Stress Military, Industrial Merger

Dallas business men will have a unique opportunity to learn how military power and industrial power merge to provide a strong national defense when the Dallas National Defense Resources Conference meets here November 2 through November 13.

General Chairman of the Conference, which is sponsored jointly by Southern Methodist University and the Dallas Chamber of Commerce, is Ben H. Wooten, president of the First National Bank in Dallas.

The ten-day series of lectures, films, and forums is open to business and civic

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News Spotlight

leaders, military officers (both active and reserve), and all interested Dallasites. A team of six senior officers from the Industrial College of the Armed Forces, Washington, D. C. serve as faculty.

The officer-teachers represent all of the military services. Each is an expert in his field, and the fields cover a wide range of topics — from the theory of Soviet Communism to military purchasing.

Approximately 400 civilian and military representatives will attend the morning sessions. Meeting from 9 a.m. until 1 p.m. the conference will be held in the Tower Theater.

Fee for the course is \$15.00, and those attending a majority of the sessions will be awarded a certificate of completion by the Industrial College of the Armed Forces.

Begun in 1948, the Conferences are a highly condensed version of the military's famous course for top-ranking officers, the Industrial College of the Armed Forces.

★

Master Plan for Parks

(Continued from page 39)

parks and acreage added between 1951 and 1955.

These parks have been acquired in a number of ways. The largest segment, 56 per cent of the park land, has been obtained by taking over areas originally acquired for water supply purposes, and North Lake which was developed for electric power generation purposes. The next largest group, 27 per cent of the park land, results from gifts and donations, such as Samuell Park, Crawford Park, Martin Weiss Park, and Kiest Park. Nearly all Dallas' large parks result directly from gifts or from acquisition aided by endowment and exchange. Direct land purchase accounts for the remaining 17 per cent of the present 7,745 acres.

A variety of park facilities exists in the Dallas-Fort Worth area. Some of these serve the entire Dalls-Fort Worth region and should be considered in evaluating the existing park facilities serving the area.

A review of the 25 lakes and reservoirs indicates that less than half of the total water and land area is available for public use. It is not likely, however, that full recreational utilization of the present lakes in the Dallas-Fort Worth region will be achieved until some organization or group of organizations becomes respon-

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sible for developing and controlling the facilities and for stipulating the use of water areas in a coordinated manner. Early attention should be given to the recreational development of future reservoirs with particular emphasis on the provision of public facilities.

Eleven State Parks are located within a radius of 125 miles. None of these are closer than 50 miles to Dallas and, therefore, are of only secondary importance in serving the Dallas-Fort Worth area.

The several large parks, those over 50 acres, and reservations in Dallas and Tarrant Counties have special significance for the Dallas area. Dallas County has 6,229.6 land acres and 3,307 acres of water area while Tarrant County has 5,348.6 land acres and 27,795.4 acres of water area. Nearly all the large parks belong to the City of Dallas and the City of Fort Worth. It is apparent that as the suburban cities of Dallas and Tarrant Counties increase in population, consideration must be given to the provision of large parks to serve them. The size and number of smaller municipalities make it difficult for any suburban city to individually provide large park facilities.

The 119 individual tracts owned by the Dallas Park Department contain a total area of 7,744.8 acres, while the 71 parks located in the other municipalities of Dallas County contain 667.4 acres.

While careful planning and prudent management have provided the City of Dallas with a satisfactory amount of park area, such a situation must be considered highly transitory because of Dallas' growth. The demand for park area and recreational facilities is directly related to the number of people to be served by the facilities.

To determine the requirement, both of size and location, the Master Plan Report "Urbanization" was used. The "Urbanization" report presented the population trends and estimates by communities in Dallas County from 1940 to 1980. There are 41 such communities within the Dallas drainage area (294.2 square miles) including the Park Cities, Fruitdale and Cockrell Hill.

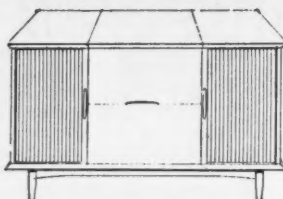
A population of 1,535,000 was estimated for Dallas County in 1980. Such an increase would represent an approximate doubling of the number of people in the County area. The estimated doubling of population within the County area will require a doubling of the park area and more if present deficiencies are to be corrected and the increased future demands met.

Perfect Business



GIFTS

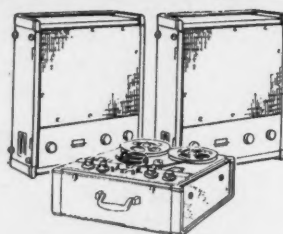
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The general arrangement of urban land use anticipated for Dallas County by 1980 was also studied. The areas delineated as residential are of major importance in determining the location, number, and size of future park areas.

The age of the population to be served by park recreational facilities will affect the types of facilities appropriate in any area. Variations in the age of Dallas' population by areas were studied. It was found that the highest per cent of the children under age 15 are found in the newer outlying areas of the city. The 15 to 20-year age group appear to be located in the older sections of the city. The percentage of persons in the 20 to 45-year bracket tends to be highest in the most recently developed, newer areas of the city. Persons in the older age brackets, 45 to 65 and over 65 show a pronounced tendency to concentrate in the more centrally located area of the city.

The age group composition of the various sections of Dallas will have a tendency to change over the years. This gradual shift will make it necessary to adjust facilities so as to provide for the recreational desires of the community.

Good park management can provide facilities to meet the demands of changing age composition so long as area is available on which to locate the needed facilities.

Standards for the development of a park system must be based on park function, location and size. A complete park system provides a variety of park and open space areas to meet the multiple active and passive recreational needs of the urban area it serves.

While the report shows the park and open space needs of the future, meeting these needs can only be accomplished through the support of Dallas' citizens.

★

Headquarters for Moving

(Continued from page 25)

Ahart Moving & Storage Co. is another fast-growing Dallas moving and storage organization. This firm began business in 1931. In 1951, it became Dallas agent for United Van Lines, which is one of the largest international moving organizations in the world. In 1954, this firm was purchased by Frank A. Pratt who had been in the paint business in Dallas for 26 years.

In March, 1955, B. E. Mills joined Mr. Pratt in the business and that same year, in October, Ahart Moving & Storage Co. moved to its present location at 1919 Record Crossing Road. This new building

was designed and built especially for superior moving and storage operation.

The business of this firm has doubled and redoubled in recent years and the firm has introduced many innovations into moving, packing and shipping. Today, the firm serves many of Dallas' large industrial firms in the movement of personnel and it also enjoys a large volume of local moving business.

Most of the major national organizations, and major cooperative groups are represented in Dallas. Bekins Van & Storage Co. maintains one of its large terminals here. Greyvan Lines operates a district office in Dallas. Mayflower Warehouse is identified nationally with Aero Mayflower Transit Company. Dallas Transfer & Terminal Warehouse, Binyon-O'Keefe and Interstate-Trinity are Dallas agents for Allied Van Lines. Central Forwarding Co. has a Lyon Long Distance tie-up. North American is represented by Central Transfer & Storage. Central Forwarding Co. and National Van Lines are represented.

The moving and storage business has come a long way in Dallas and the nation since the horse and wagon days when the Dallas Chamber of Commerce was founded 50 years ago. The Movers Conference of America estimates that total volume of business of all moving companies last year approached the \$1 billion mark. Employee movements involving business concerns account for approximately 28 to 30 per cent of the dollar volume of inter-city movements. Since 1945, the tonnage moved by the industry has increased 318 per cent. There are in use today more than 28,000 vehicles in the transportation of household goods.

With Dallas' continued growth as an industrial and home office center, the volume of this industry will continue to increase. In this industry as in commercial warehousing, Dallas has the leadership and physical equipment to keep ahead in this important segment of specialized service.

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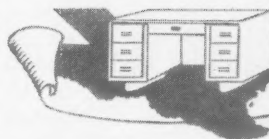
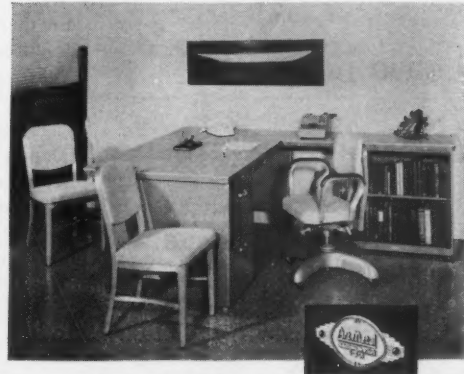
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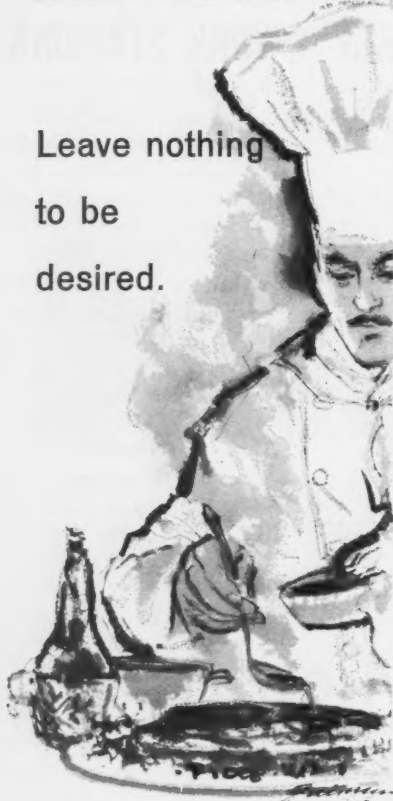


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Dallas

world trade NEWS

Aloha — Let's Do Business with Hawaii

"Let's do business with Hawaii" was the theme of a business opportunities conference, which was sponsored by the Dallas Chamber of Commerce through its World Trade Committee on October 7.

United States Representative, Hon. Daniel K. Inouye, of Hawaii was the featured speaker at the luncheon which followed the conference at the Statler-Hilton Hotel. Congressman Inouye is the first American of Japanese descent to sit in the United States Congress. He served with the 442nd Regimental Combat Team in 1942-47. He received a battlefield commission in France in 1944 at the age of 20. He was wounded in combat four times. He lost his right arm in Italy in 1944 and was decorated and cited 15 times, including the Distinguished Service Cross. He was discharged as a Captain in 1947. Born in Honolulu, Hawaii, in 1924, he completed the University of Hawaii in 1950 and George Washington University Law School in 1952.

Congressman Inouye made plea to the two hundred people in attendance at the luncheon for assistance from the businessmen of this area in the development of his native state, Hawaii.

The conference in Dallas took place after a similar conference held in Los Angeles, California. It was undertaken by these Hawaiian representatives consisting of six of their leading businessmen in the belief that a good business story can be told to businessmen by businessmen.

This conference had three fundamental purposes: (1) To clear up misconceptions about Hawaii and its economy; (2) To define frankly the states needs and potentials for business growth; (3) to stimulate interest, through personal contact, in Hawaii as a desirable place to do business.

The tour was organized by the Hawaiian State Economic Planning and Coordination Authority. The Dallas program was arranged by Wilbur H. Roberts, Chairman of the World Trade Committee of the Dallas Chamber of Commerce.

Heading the conference as moderator was Rudolph A. Peterson, President of the Bank of Hawaii and former Vice

President of Trans-America Corporation. Mr. Peterson opened the proceedings with a general discussion of Hawaiian economy at present and its reasonable hopes for the future.

Others in the conference group included Ralph B. Johnson, President of the Hawaiian Electric Company and Vice President and Director of the Pacific Coast Electrical Association; Carl E. Hanson, President of the Bishop National Bank of Hawaii; Arthur D. Woolaway, Executive Assistant, Hawaiian Commercial and Sugar Company; Thomas K. Hitch, Bishop National Bank Vice President and Director of Economic Research; and George Mason, Director of State Economic Planning and Coordination Authority.

The Chairman of the meeting was Bill Windsor, Vice President of the Dallas Chamber of Commerce, who also presided at the luncheon.

Immediately following the luncheon, which began with fresh pineapple flown in specially from Hawaii and ended with fresh papaya with ice cream, the chairman was greeted Hawaiian fashion (with a kiss on the cheek) with the presentation of a magnificent orchid lei by Miss Nancy Best, who won the title Miss Aloha during the "Miss Aloha Week in Texas" last November. She is a senior at Southern Methodist University.

A special award was made to a Dallas firm. Centex Corporation, in appreciation of their extensive building operations in Hawaii.

Prior to the conference, the group was entertained at breakfast by Ben Wooten in the First National Bank dining room.

Although Hawaii cannot be considered as foreign in any sense of the word, since they are now our 50th state, the assignment to provide for this conference fell to the World Trade Committee, because of Hawaii's off-shore location.

One field in particular in which all of these people expressed interest was new hotel facilities in Hawaii, as our 50th State is making plans for a broad program to prepare for the expected influx of visitors, since Hawaii has achieved State-

World Trade News

hood. Six hundred rooms are currently under construction at Waikiki and another 105 at Kona. Five thousand more are in the planning stage. Under construction at the present time in Waikiki is the 300 room Reef Tower; the Waikiki Surf is adding 150 rooms, the Waikikian Hotel is adding 40; and the Hawaiian 50. Also going up is the 100 room Nohonani Hotel. These new hotels will probably be ready early next year. Added to the recently opened Coco Palms Hotel, these will greatly relieve the hotel shortage.

However, these men expressed the hope that some of the hotelmen in Dallas who are building hotels in many places outside Texas will look over the opportunities in Hawaii. The Hawaiians believe there will be need for considerably more hotel rooms than are now in sight. The building that is going on or contemplated as announced by this group does not include all that is in the planning stage.

Another one of their interests is to build up industries in the Islands to eliminate the necessity of paying large amounts of freight to bring goods into the Islands, and to build up industries in Hawaii that can ship Hawaiian products to the mainland.

WORLD TRADE OPPORTUNITIES

(Editor's Note: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or by DALLAS. Details may be obtained from the Foreign Department, Dallas Chamber of Commerce.)

IMPORT OPPORTUNITIES

ENGLAND — Dunedin Engineering Co., 73/73 Mortimer Street, London, W1 England. Engineers and manufacturers of line of diesel testing equipment seeking local distributor to handle representation. DBC/5910

INDIA — Well Worth Trading Corporation, P. O. box 2522, New Delhi, India. Manufacturers and exporters of handicrafts such as: handpiled woolen rugs and carpets in various prices, qualities, and designs, and art brasswares, silk scarfs and stoles seeking importers. WWT/5910

JAPAN — Sekikanetsugu Cutlery Mfg. Co., Ltd., P. O. Box Central 199, Nagoya, Japan. Manufacturer of all types of cutlery seeking importer to deal directly. SCM/5910

MEXICO — Platanera de Tabasco, S. A. San Pablo No. 63, Mexico D. F., Mexico. Supplier of bananas seeking importer to handle large quantities. PT/5910

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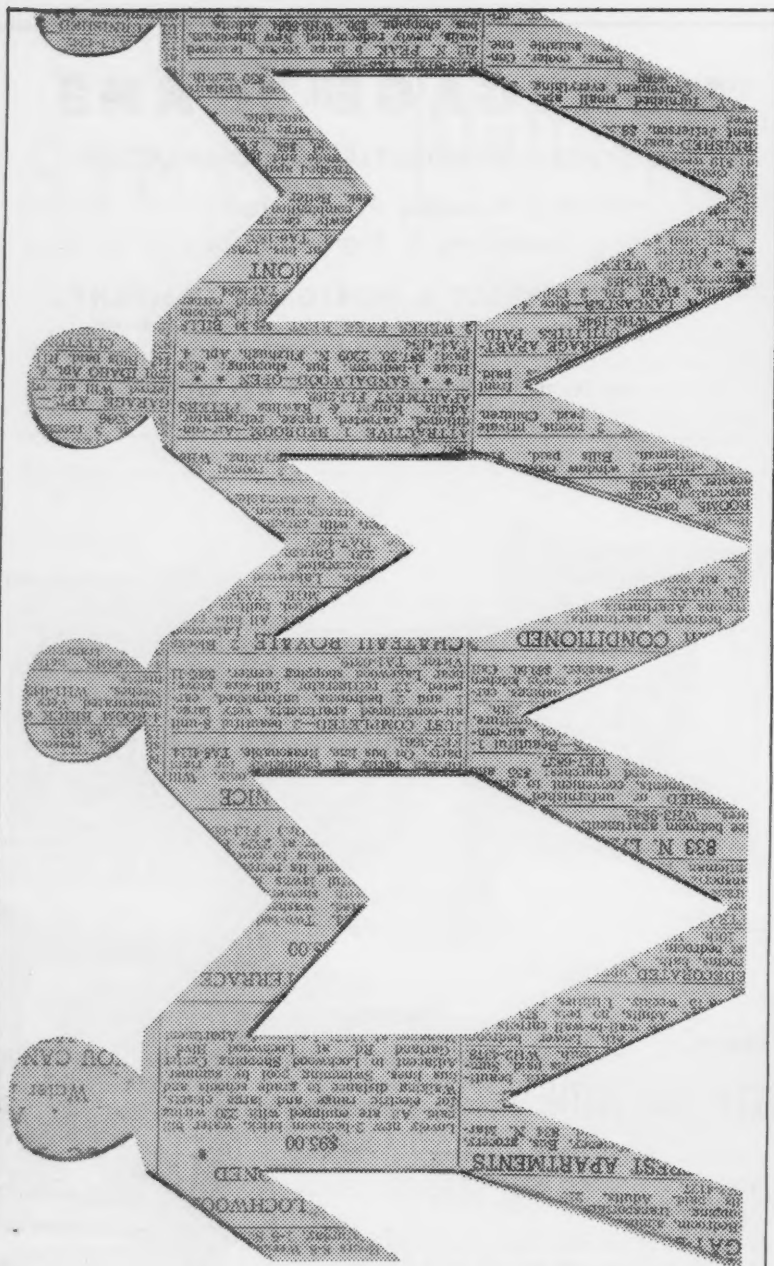
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CLUBS and ASSOCIATIONS



STEWART

Stewart Named Head of Stationers.

W. Neill Stewart, Jr., executive vice-president of Stewart Office Supply, Dallas, has been elected president of the National Stationery and Office Equipment Association.

In 1956-57, Mr. Stewart served as governor of the Ninth District of the Association, of which Texas is a part. For the past two years he has served on the national executive committee.



MORRIS

Morris Named Advertising Club Head.

Jack R. Morris, vice-president and director of public relations for Republic National Life Insurance Company, has been elected president of the Dallas Advertising Club for the 1959-60 fiscal year. He is currently serving his second three-year term on the club's board of directors.

Mr. Morris is past president of the Life Advertisers Association and was first vice-president of the Kansas City Ad Club before moving to Dallas in 1956.

Clubs and Associations



BOWLES

Insurance Group Elects Bowles.

Donald E. Bowles, managing partner of Shelton & Bowles Insurance Agency, has been elected president of the Dallas Association of Insurance Agents.

Carie E. Welch of Wilson-Welch & Company was named vice-president, and Lon Mohundro was re-elected executive secretary.



WILLIAMSON

Williamson Heads Cartage Associates.

Robert B. Williamson, an official of Texas Express Company, Dallas, Fort Worth and Houston, has been elected president of National Cartage Associates, a non-profit group of cartagemen specializing in the local distribution of pool car and pool truck shipments as well as in warehousing.



DALLAS • OCTOBER, 1959

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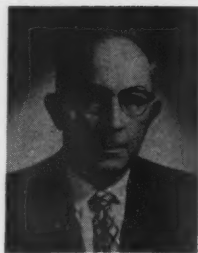
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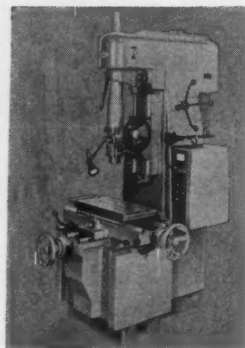
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Clubs and Associations



COSTA

Costa Appointed to FNMA Committee. Aubrey M. Costa, president of Southern Trust and Mortgage Company, has been appointed to the General Advisory Committee of the Federal National Mortgage Association.

One of eight prominent men who represent the housing and home financing industries of the nation, Mr. Costa is a past president of the Texas Mortgage Bankers Association and of the Mortgage Bankers Association of America.



JONES

Engineers Club Elects Jones. Everett R. Jones has been elected president of the Engineers Club of Dallas. Other new officers are Henry Kerr, vice-president; Jack Sampsel, secretary; and Richard T. Bright, treasurer.

E. J. Hunter was elected board chairman and new directors are Curtis C. Book, Oslin Nation and George Terry.



RENT white shirts and dress slacks for your employees . . . it's the latest way to improve employee morale . . . to recognize supervisory and executive personnel . . . to improve company prestige and business relations. Industrial's new Deluxe Executive Service delivers clean shirts and fresh slacks to your business address regularly.

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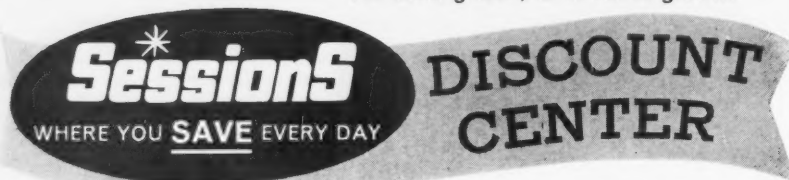
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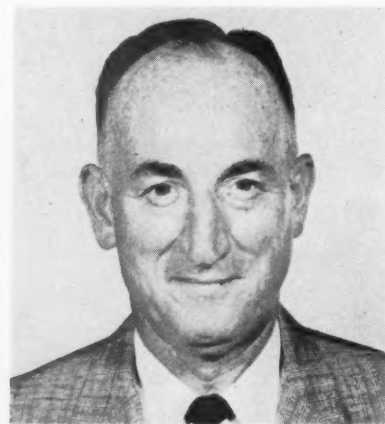
Clubs and Associations



ELLIS

Ellis Installed Insurance Agents Official. Porter Ellis of Ellis-Smith and Company, Dallas insurance firm, has been installed vice-president and chairman of the executive committee of the 35,000-member National Association of Insurance Agents.

Mr. Ellis, a member of the Dallas and Texas Associations of Insurance Agents, has been in insurance for thirty years. He is the only Texas officer of the national organization, composed of all state independent insurance agent groups.



HELFAND

Estate Council Elects Helfand President. The Dallas Estate Council has elected Albert A. Helfand president. Other new officers are Henry W. DuBois, vice president; Ben J. Kerr Jr., vice-president; M. K. Winborn, secretary; and William E. Collins, treasurer.

Founded in 1946, the Dallas Estate Council is a non-profit, cooperative, social and intellectual undertaking. Membership consists of over 200 attorneys, accountants, life insurance underwriters and trust officers.

Clubs and Associations



PEEK

Real Estate Board Elects Peek

Fred N. Peek, Dallas realtor and home builder, has taken office as the new president of the Dallas Real Estate Board.

Mr. Peek, who succeeds DeWitt L. Knapp as head of the 1,000-member organization, and other new officers and directors were installed in ceremonies held at the Board's annual dinner and dance.

Taking office with Mr. Peek are Frank H. Malone, first vice president; Lawrence Miller, Jr., second vice president; and Lawrence Gallaway, secretary-treasurer.

Directors of the Real Estate Board for 1959-60 include the officers and Horace Akins, Mrs. Lillian Clark, Bob Hardy, Guy E. Lewis, Jr., Mrs. Tilla Lindsey, Fred Misko, Clem Neilon, Rufus C. Porter, I. W. Queal, H. M. Roberts, Fred A. Smitham, Thornton Vickery, Grady G. Martin, J. L. Parker, Harry J. Strief, Jr., and Mr. Knapp.

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Dallas Association of Insurance Agents



YOUNG MEN GOING PLACES

Bart Rominger

by Elery Owens

Less than four years ago, young Dallas advertising executive Bart Rominger was First Lieutenant Barton D. Rominger.

A platoon leader in the 14th Armored Cavalry, his job was to help guard a 60-mile sector of the border between West Germany and Communist East Germany.

At that time, his unit — and others like it — were Free Europe's first line of defense — should attack come from the east.

Now 26, Bart has been home some three years. As a soldier, his role was a defensive one. As a civilian, it is constructive — helping create a more prosperous and thriving business community in Dallas.

Bart is associated with his father, E. E. Rominger, in the Rominger Advertising Agency. From its offices in the Kirby Building, the agency, which was formed 12 years ago, handles both advertising and public relations accounts.

It's a field and a career toward which Bart pointed himself even as a youngster — when he used to make deliveries around for his father, at 35 cents an errand.

Since his return from military service, Bart has concentrated primarily on advertising. He is in charge of more than half a dozen major accounts, including: Lone Star Cadillac, Great American Reserve Insurance Company of Dallas, Hol-

landale Homes, Ellis-Smith and Company, Southwestern Electric Service Company and Henry S. Miller Company.

This has provided Bart with both an opportunity and a challenge. The challenge has come in the mapping and carrying out of effective advertising campaigns. It has also given him a chance to be on the ground floor in the growth and development of Dallas business.

Bart finds the whole field of advertising a challenge. As he explains: "It's one of never-ending changes, of excitement and enthusiasm that in the end are designed to create new business for clients."

Working closely with his father, Bart shares his goal of steady and consistent growth for the agency. And this, he feels, is being accomplished by providing creativity and service for its clients.

"We can derive a great deal of satisfaction," says Bart, "in seeing how clients' businesses have grown — and realizing how this, in turn, has helped Dallas."

Bart's youthful interest in advertising was one he developed through college. He attended Texas Christian University, where he received his BA in 1954 with a major in radio and broadcasting and a minor in English. While in college, he worked on the campus radio station — and was its sports director. Bart also worked briefly on three commercial sta-

tions — in Ballinger, Fort Worth and Dallas.

"It wasn't much money," he says, "but it was fun — and provided some background that came in very handy later."

After graduation, he worked with the agency for a short period, before going on active duty as a Second Lieutenant — and assignment to the Armor School at Fort Knox, Kentucky. This was followed by his 18 months service in Germany.

Since his release, Bart has been a member of the 49th Armored Division of the Texas National Guard, where he now serves as a platoon leader.

He is also a member of the National Guard Association, the Dallas Advertising Club and the Dallas Ad League.

The Romingers — Bart, Mrs. Rominger and their two youngsters — now live in a new home in Richardson, which provides a logical outlet for his hobby of woodworking and building Early American furniture.

Actually, this interest in building is one that takes varied forms in his case — whether it be furniture, building the agency or new concepts in commercial development such as Bill Windsor's Empire Central, the agency has helped present.

Future years can expect to see Bart Rominger continue that role — and play an increasingly important part in the building of a greater Dallas.

HAVE TRAIN WILL HAUL...



Pardner, we kinda hate to brag, bein' modest and all, but we've got a whole herd of trains rolling smooth and fast, and we're rarin to hustle your shipments aboard. Since haulin is our business, it's just plain neighborly to let you know we're proud to handle your haulin... whether it's a car load or a whole train load. Yep, the T&P traffic trail boss near you has train... will haul.

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ALEXANDRIA, LA.	4453	DETROIT, MICH.	TR 2-6665	MEMPHIS, TENN.	JA 6-5717	SAN FRANCISCO, CAL.	SU 1-4612
ATLANTA, GA.	JA 4-1712	EL PASO, TEXAS	KE 3-1435	NEW ORLEANS, LA.	JA 6-6251	SHREVEPORT, LA.	2-3155
BIG SPRING, TEXAS	AM 4-5541	FT. WORTH, TEXAS	ED 6-2363	NEW YORK, NEW YORK	RE 2-0334	TEXARKANA, TEXAS	2-6101
BIRMINGHAM, ALA.	AL 1-4132	HAVANA, CUBA	A-8652	OKLAHOMA CITY, OKLA.	CE 2-7295	TULSA, OKLA.	CH 2-4681
BOSTON, MASS.	LI 2-6195	HOUSTON, TEXAS	CA 4-2320	PHILADELPHIA, PA.	PE 5-2737	WASHINGTON, D. C.	NA 8-1484
CHICAGO, ILL.	RA 6-0313	KANSAS CITY, MO.	VI 2-5129	PHOENIX, ARIZ.	AL 3-0214	WINSTON-SALEM, N. C.	PA 2-6304
CINCINNATI, OHIO	MA 1-1142	LITTLE ROCK, ARK.	FR 2-1285	PITTSBURGH, PA.	AT 1-1505		

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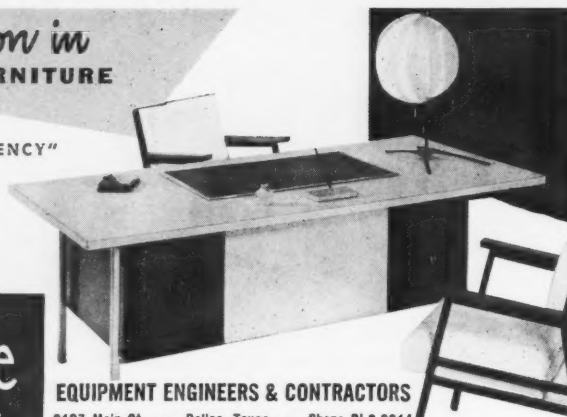
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New Services — New Lines

(Continued from page 19)

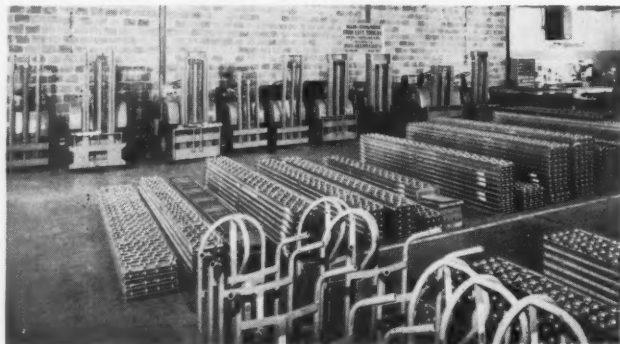
in the entire South. All of this is part of the fast growing industrial complex of the Dallas Area.

Specific examples, even more than statistics, reveal the pace of this growth in Dallas. As a manufacturer's consultant to the metal industry, manufacturers of Verson All-Steel Machine Tools, creative engineers and product designers, Verson Manufacturing Co. probably is the largest and most complete general industrial service plant in Dallas. It creates manufacturing processes which includes manufacturing the machinery as well as the tools.

Verson is in the unique position of being a manufacturer of steel forming tools for others and at the same time making a steel product themselves. Its Southern Porcelain Division ships bathtubs and other plumbing fixtures made of steel throughout the United States. These fixtures are designed, tooled and completely manufactured in Verson's Dallas plant.

As a result of its intimate knowledge of the drawing properties of steel, this year Verson became the first company in the world to successfully draw a one-piece bathtub — a feat so far unmatched by any other company.

A new technical control laboratory has resulted from its work with steel to which enamel must be applied. In this laboratory Verson Engineers are constantly experimenting with improvements or new ways to improve the quality of the formation of steel products and on high temperature application of enamel to steel. Tests on the reaction of steel to tremendous heats is possible with the equipment in this laboratory.

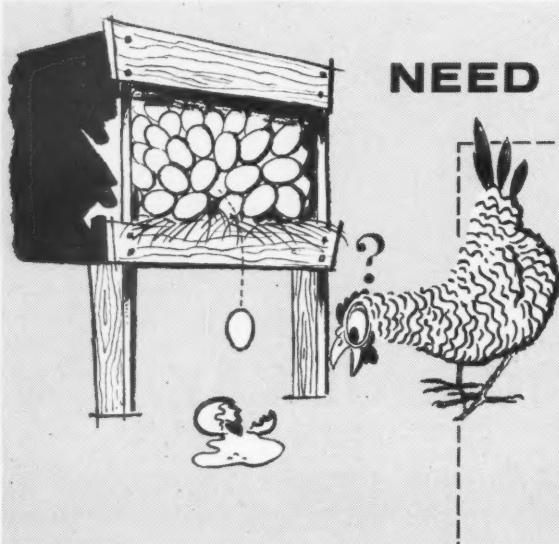


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Specialists in Distribution

TEMCO Aircraft Corporation, a major airframe, missile and electronics company doing more than \$100,000,000 worth of manufacturing business annually, has recently set up the TEMCO Industrial Division with "instant manufacturing" capabilities available to other firms. With more than 2,000,000 square feet of floor area, TEMCO offers Southwestern manufacturing and assembly service complete with financial stability, skilled men and machinery.

TEMCO has the know-how associated with the production of diversified defense products and previous commercial activities. Companies faced with the problem of quick expansion to meet production schedules will be able to use the TEMCO facilities for manufacturing, assembly and distribution. This new contract manufacturing service will keep busy men and machines not readily utilized in space-age work.

The all-out expansion program recently announced by Sabine Supply Company provides an outstanding example of the advantages of Dallas as a distribution center for industrial supplies. In less than two years, Sabine Supply has outgrown its Brook Hollow plant. Until now, Sabine Supply has shared quarters with the Norge Division. Due to the phenomenal growth of both of these divisions and the Industrial-Contractors Supply Division, Sabine will utilize the entire location at 9001-5 Sovereign Row with 20,000 square feet of floor space and the Norge Division will move to new quarters at 8811 Empire Freeway.

Arrangements have already been made to increase Dallas stocks of Sabine Supply Company in both quantity and variety throughout the Industrial and Contractors Supply Division. This firm's catalog lists more than 25,000 items and the firm has been in business in Texas since 1900.

Stanco Company is another fast growing industrial supply house that has recently expanded its Dallas facilities. Their new plant at 2631 Irving Boulevard occupies 16,000 square feet of space and the firm has another 25,000 square feet of land area providing off-street parking and ground for future expansion.

Stanco has expanded its product lines to include distribution of general indus-

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An outstanding new Metallic from Delta Steel is for the Ray Smith Transport Company, pictured above. Of rigid frame design, the building is 60' x 122' x 15' 9". An adjoining office, flat deck roofing, was also constructed by Delta. Six massive doors permit entrance into the truck repair shop which has a corrugated, asbestos roof and masonry walls.



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trial supplies, mechanical rubber goods, power transmission equipment, light manufacturing tools, electrical apparatus, piping, heating and ventilating and other lines for maintenance and production in manufacturing and processing plants.

Another industrial supply expansion shows up in the recent new \$125,000 plant of Snap-On Tools Corporation of Kenosha, Wisconsin, in Brook Hollow Industrial District. This warehouse and office building will occupy 10,000 square feet of floor space. Snap-On Tools serve all industry with literally thousands of wrenches and mechanics hand tools for production, maintenance and service. Snap-On Tools are used throughout the aviation industry, automobile industry, in public utility facilities, the construction business and general industry.

Machinery Sales & Supply Company, a pioneer Dallas distribution source for both metal working and woodworking machinery and industrial supplies, has recently expanded its territory and lines. This firm lists more than 30,000 items in its new 1960 catalogue, the major part being in stock for immediate delivery.

Machinery Sales & Supply Company re-



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cently changed its top level personnel set up to bring in a group of young men into its top management team. This firm now occupies a three story building at 3405 Commerce with 36,000 square feet of floor space. It serves all of the Southwest and has shipped machinery to every state in the Union and also to Mexico.

Two years ago the Cadillac Plastics Company of Texas opened its Dallas Branch. It now services more than two thousand accounts in the Southwest and has sales in excess of \$1,000,000. This firm also has established warehouses in the area to supplement central stocks carried in Dallas.

Other growing facets of Dallas industrial service and supply include such well know firms as Engineering Supply Company, which has grown to major proportions within a relatively short period of time; Briggs-Weaver Machinery Company and Murray Company of Texas, both major supply firms. It also includes specialized consulting service by such firms as Jones-Blair Paint Co. on paints and industrial finishes. On all major fronts, Dallas continues to advance as a major source for service to industry.

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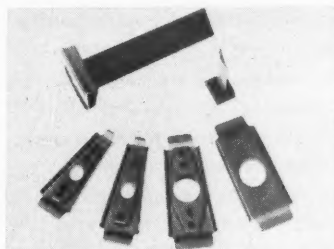
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H. F. "Hank" ERICKSON, a 14-year J-B veteran is also a vice-president and director of the company.

HOWARD M. JONES has been a member of the J-B industrial sales force since 1951. He has over 15 years' experience in plant engineering and as a consulting engineer.



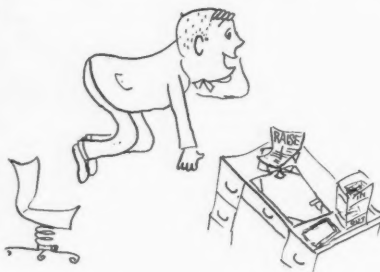
All replies strictly confidential.
Our employees know of this ad.

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BOOKS FOR BUSINESSMEN



This month we will talk a little about several useful private and governmental sources of material useful to the business man.

Government Statistics for Business Use, by Philip M. Hauser, 2nd ed., (Wiley, 1956), is a valuable reference work that lists and discusses statistical data that is compiled by various agencies of the government: Mineral statistics, Retail service, Wholesale trades, Foreign Trade, and other series.

Guide to Business History, by Henrietta M. Larson (Harvard University Press, 1948) is a listing and brief discussion of the techniques of collecting, editing and presenting business history to the general public. In addition to this information there are chapters about business histories that have been published which may be of use to those compiling business information.

Business Information; How to Find and Use It, by Marian C. Manley (Harpers, 1955) is a collection of essays on "the power house of business print" that will give the inquiring business man sources to answer his questions about business organization, administration, industrial production, communication, and business data concerning special problems.

Information for Administrators, by Paul Wasserman (Cornell University Press, 1956) lives up to its subtitle, "A guide to publications and services for management in business and government," through a series of chapters concerning libraries as information centers, government as a source of information, sources legislative and regulatory, and data and directories.

The United Nations and its members produce such a wealth of materials of use to the business man that it is difficult to select the very few that will be of most use; however, one may feel certain that both the **Democratic Yearbook** and Sta-

tistical Yearbook will contain an abundance of information of use to administrators and business men. Several series of the United Nations publications contain information that may answer business questions. Example: Series H, No. 10, **Statistics of National Income and Expenditure**, published on a yearly basis and useful in connection with our own Gross National Product figures.

The Economic Commission for Asia and the Far East has a series, **Mineral Resources**, No. 10 of which is entitled **Proceedings of the symposium on the development of Petroleum Resources of Asia and the Far East**. All of the mentioned volumes may be consulted in the Dallas Public Library, or the person who wishes to own copies may obtain them from International Documents Service, Columbia University Press, 2960 Broadway, New York.

The Organization for European Economic Cooperation, in addition to publishing numerous monographs on economic problems of possible interest to the business man, publishes a **Monthly Statistical Bulletin** that contains general price indexes and a series on the member nations GNP. The OEEC's publications in the United States are available from OEEC Mission Publications Office, Suite 1223, 1346 Connecticut Ave., N. W., Washington 6, D. C.

The United States Government Printing Office offers as the main key to U. S. Government publications the **Monthly Catalog**. This lists materials issued by government agencies and contains a subject index. The index is cumulated in the December issue of the catalog.

Although there are many government agencies publishing materials of interest to the business man, in this article I am limiting myself to those of the U. S. Department of Commerce. The most invaluable tool for statistical research that the U. S. government or any other government publishes is the annual **Statistical Abstract of the United States**. For the modest price of \$3.50 one has at his finger tips statistics on such diverse things as: population, vital statistics, immigration, education, geography and climate, public lands, foreign commerce and aid, research and development, construction and housing.

The **Statistical Abstract** is kept up to date with several other publications of in-

Books for Business Men:



terest to the business man: **Personal Income by State**, which is published every two years and is updated in the intervening period by a series in the **Survey of Current Business**.

Business Statistics, published every two years by the U. S. Department of Commerce, contains indexes on housing, wages, income etc., and is also kept up to date by series in the **Survey of Current Business**.

The **County and City Data Book**, which is published at irregular intervals, pulls together in a geographically usable form materials from the Censuses of Business, Manufacturing, and Minerals.

The United States Department of the Treasury publishes material of interest and value to the business man; however, the most welcome of their publications is: the **Cumulative List of Organizations** described in section 170 (e) of the Internal Revenue Code of 1954. This is an alphabetically arranged list of organizations

that one may donate to and deduct from income taxes.

The United States Congress publishes in their hearings information of great economic interest to the business man who may be trying to anticipate swings in the economy. The Joint Economic Committee publishes in its monthly **Economic Indicators** a series of statistics on the state of the economy that are basic to an understanding of the functioning of our economy. Recently the Joint Economic Committee has inaugurated a series on inflation. No. 1 is entitled **Recent Inflation in the United States**. The Joint Economic Committee's studies and hearings are available from the committee, Senate Office Building, Washington 25, D. C.

All of the other publications of the U. S. Government Printing Office and the U. S. Department of Commerce mentioned in this article may be consulted in the library or ordered from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C. The U. S. Department of Commerce has a Field Office in Dallas on the sixth floor of the Merchandise Mart where materials may be consulted and ordered.

I should like at some time in the future to discuss documents issued by Texas Agencies that will be of use to the business man.

John E. George
Documents Librarian
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Art by Susan Grigsby

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NEW AND EXPANDING BUSINESS

EMPIRE CLUB SHOWS NEW CONCEPT

The Empire Club, 1960's startlingly beautiful answer to more effective management-employee relationship, swung open its massive doors in October.

The club is the key element of a new concept in office and commercial environment which is achieving phenomenal success in Empire Central in Dallas, a development of Windsor Properties, Inc.

The Empire Club is for the exclusive use of employees of firms located in Empire Central, and following various public opening ceremonies, its doors will be open only to this personnel.

The Empire Club was created by Windsor Properties with two fundamental concepts in mind. First was the realization that the company able to attract the most capable employees at a given wage would be most successful. Second was the fact that urbanization of our population has created a need for a measure of community life. The Empire Club is designed to accomplish both objectives for management.

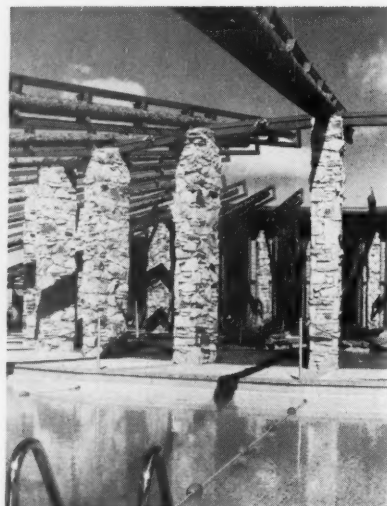
A circular structure nearly 300 feet in diameter and encompassing an area of 45,000 square feet, the Empire Club is situated in the heart of Empire Central, a 90-acre triangle lying in the V formed by the confluence of Stemmons Freeway and Empire Freeway at Mockingbird Lane. During present construction work on the freeways, Empire Central can be reached from Harry Hines Boulevard by way of Proctor Street west. When completed next month the 16-lane freeway will give Empire Central five-minute access to downtown Dallas.

Design of the Empire Club was co-ordinated by George L. Dahl, Architects & Engineers. Julian Barry was general contractor.

A THREE-TIERED dining area forms the heart of the Empire Club in Empire Central. The dining area, completely flexible to accommodate gatherings up to 350 persons, overlooks a central courtyard of exotic plantings, ancient stones and a plunging waterfall.



TOWERING tamarack logs form the roof of the uniquely architected Empire Club in Empire Central. The logs also span the rhomboidal shaped pool and open over a profusion of exotic plantings and stone which surround a splashing waterfall.





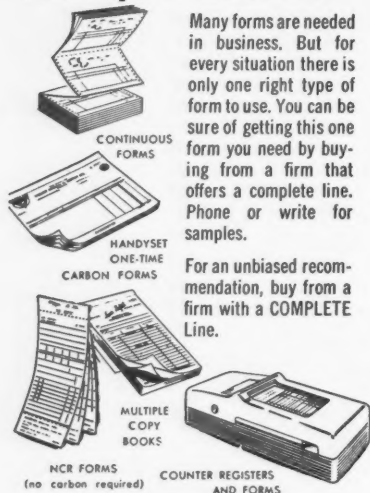
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NEW AND EXPANDING BUSINESS

Lufthansa Opens Southern Regional Sales Office at Southland Center

Lufthansa, the only transatlantic airline that coordinates its entire Southern district out of Dallas, has opened its new regional sales and ticket offices at its new quarters, in Southland Center. Wolfgang A. Kittel, the German airline's General Manager for North and Central America, was represented at opening ceremonies by Edwin A. Burns, formerly District Sales Manager for Dallas, who has recently been named Southern Regional Sales Manager.

Increased traffic from Dallas and the South, and expansion of Lufthansa's services to the public as well as to commercial accounts and travel agents, is responsible for this latest development of the German airline. In addition to offices on the 15th floor, Lufthansa has installed a new ticket office on the ground floor of Southland Center, the tallest building west of the Mississippi. Interior of the ticket office was designed by Harwood K. Smith and Associates, Dallas architects.

As a result of increased space and per-

sonnel, and the prominence and convenience of the location of Lufthansa's new quarters, Mr. Burns expects a substantial spurt in the airline's sales, which have climbed steadily since establishment of its Dallas office in 1955.

★

► Carter Electronics Corporation has been organized, with offices at 6762 Greenville Avenue, to design, manufacture and market electronic communications equipment. Tom F. Carter is president of the new corporation. Other officers are Ted Rickenbacker, secretary - treasurer; Bob Cornforth, vice-president; and Paley A. Reed, vice-president.

★

► Interiors by Cecille has opened at 933 W. Jefferson. A decorator's studio, the new firm will offer a complete interior designing service, along with many lines of wallpaper. Unusual gifts are also a feature of the new firm.



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"Williams" — "Stanley" — "Crescent" Tools

"True Temper" Tools

"Jacobs" Chucks

"Oster" — "Toledo" Pipe Dies and Machines and Oil

"Ashcroft" Gauges

"Lincoln" Lubricating Equipment

"Wright" Hoists

"Goodyear" Industrial Rubber Products

"Blackhawk" — "Simplex" Jacks

"DuMont" Tool Bits

"Century" Electric Motors

"Glidden" — "DuPont" Paints

"Binks" Spray Equipment

"Starrett" Precision Tools

"Porter Cable" — "Black & Decker" Electric Tools

"Kester" — "Murdock" Solder

"Wall" Soldering Irons

"American" Steel Wool

"Evans" and "Lufkin" Rules

"Fairbanks" Hand Trucks

"Reed" — "Columbian" Vises

"Walworth" Valves

SERVING TEXAS SINCE 1900

New and Expanding Business—

Olive & Myers Manufacturing Co., founded in 1899 by W. S. Myers and E. L. Olive, has become Curtis Mathes Manufacturing Co., the second change the name of the firm has undergone in 60 years of operation. In 1955, the firm was merged with Myers-Spalti Manufacturing Company of Houston, and was known as Olive - Myers - Spalti Manufacturing Co. Curtis Mathes and associates purchased control of the firm in 1957. Prior to that time, the company manufactured a line of fine furniture, both in the Dallas plant, at 2220 Young Street, and in Houston. After assuming control of the company, Curtis Mathes and associates completely revised management, products, sales organization and plant facilities. Curtis Mathes is president of the firm. Charles R. Mathes and Curtis Mathes, Jr. are vice presidents, and Horace B. Kelton is secretary-treasurer. The sales organization extends across the United States, and the products of the firm are marketed in several foreign countries. Curtis Mathes Manufacturing Co. is the only television manufacturer with headquarters in the southern United States. Headquarters of the firm are at 2220 Young Street, Dallas.

★

Tom Thumb Stores, Inc. has announced plans for what will be Texas' largest supermarket is to be built at the intersection of Highway 175 and Loop 12. The 44,000 square-foot store is designed to serve southeast Dallas County and will be the 23rd unit for Tom Thumb Stores, the largest Dallas-based food chain.

The most striking architectural feature of the new building will be the 175-foot continuous trusses that will support the poured concrete roof and overhang the glass and brick facade with its four sets of automatic doors.

Present plans call for the supermarket to open in January of next year. The building was designed by the architectural firm of Harold Berry and Associates, and McFadden and Miller Construction Company are contractors.

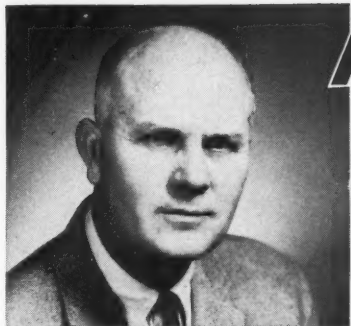
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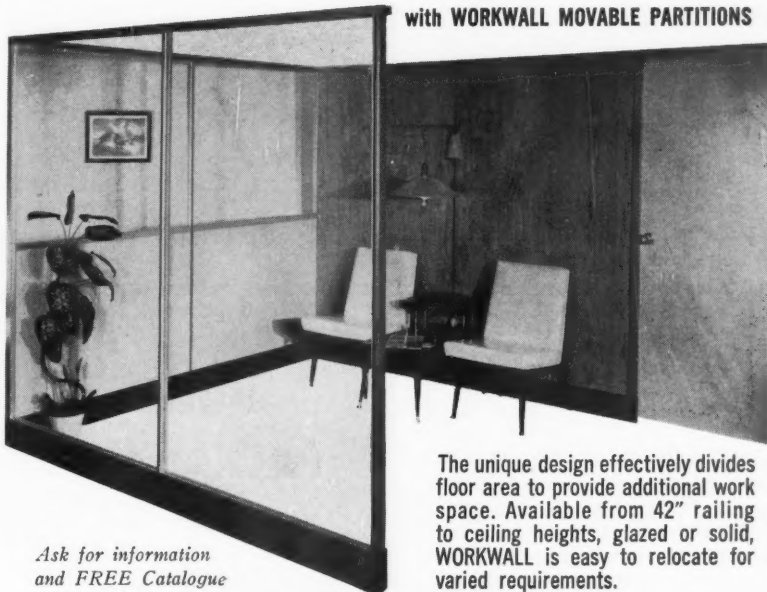
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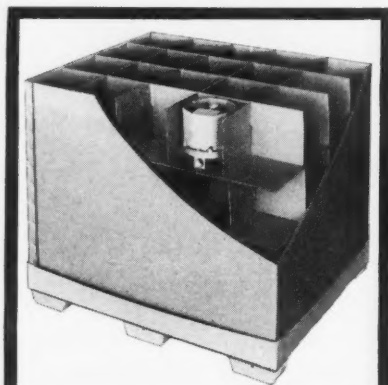
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New and Expanding Business—

▶ Japan Air Lines has opened a Dallas office in the new 211 North Ervay Building, with Jack K. Lewis as district sales manager. The new office will serve Texas, Oklahoma, Louisiana and Arkansas. Japan Air Lines operates nine weekly trans-Pacific flights linking three U. S. gateways — San Francisco, Los Angeles and Seattle — with the Orient. Jitsuro Kobayashi is general manager of the airline's American Division.

★

▶ The United States Department of the Interior, Fish and Wildlife Service, Bureau of Commercial Fisheries has moved from Fort Worth to 4232 Herschel Avenue, Dallas 19, Texas. The telephone number is LAkeside 1-4951.

★

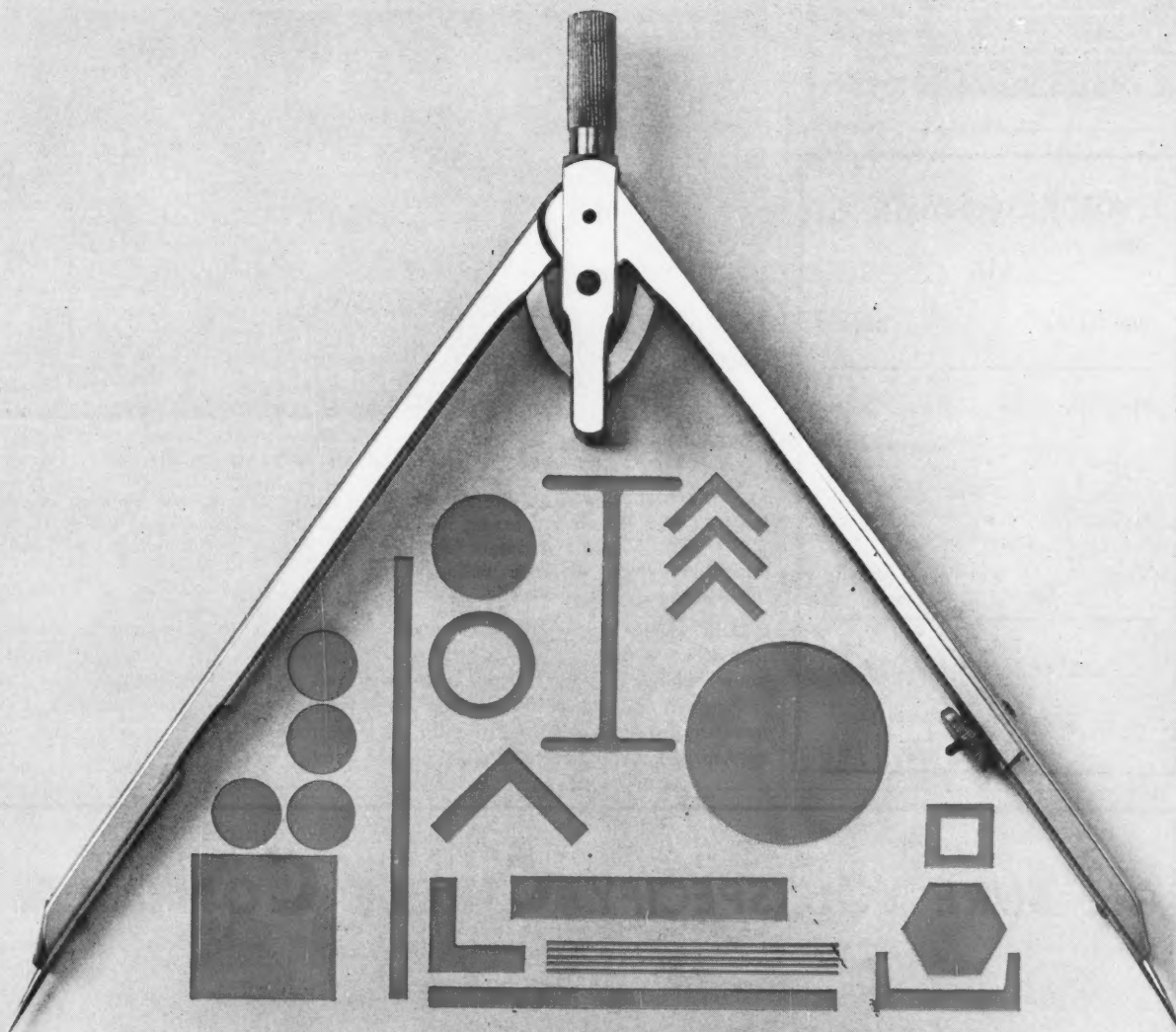
▶ Harve Hugman Advertising Art Studio has opened at 327 Interurban Building. The owner, Robert H. H. Hugman, Jr., attended the University of Texas and was graduated with a BFA degree from the Rhode Island School of Design in Providence. He has been with Tom Grimes Studio for seven years.

★

▶ Mobil Oil Company has established its new Southwest marketing division headquarters in Dallas. The new division assumes the five-state marketing responsibilities of Magnolia, which has been combined into a single coast-to-coast company, Mobil Oil Company, a division of Socony Mobil Oil Company, Inc. All key personnel for the new division are former Magnolia employees, with George J. Gregor, vice-president for marketing of Magnolia, named general manager. Dallas also will serve as a major accounting center for future Mobil Oil Company operations. A. C. Buchanan has been named director of data processing.

★

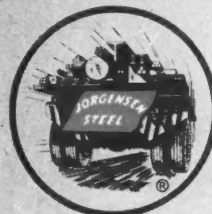
▶ Jess L. Musgrave Company, manufacturers representatives and distributors of office furniture and equipment, has moved into new quarters at 1525 Edison Street in the Trinity Industrial District. The new building more than doubles the size of former quarters, and is equipped with air-conditioned display rooms where model offices are set up. The warehouse area is served by rail trackage and truck docks. Grady Jordan, realtor, handled the lease negotiations.



HOW DO YOU MEASURE SERVICE?

One of the best measures of service is *completeness of stocks*...stocks that are available quickly and in quantity.

Maintaining complete stocks of the steels *you* need — ready when you need them — is Jorgensen's business. Immediate delivery, by truck from Jorgensen's own fleet, is an added measure of service. And it doesn't stop there. Jorgensen service also includes modern handling and cutting facilities, as well as a staff of metallurgical engineers to help you solve your steel problems.



EARLE M. JORGENSEN CO.
STEEL

Next time...this time...whenever you need steel — call Jorgensen first!

LOS ANGELES
10650 S. Alameda St.
LO 7-1122 • NE 8-6171

SAN DIEGO
2668 Fifth Ave.
BEImont 2-7473

OAKLAND
1657 W. Grand Ave.
Higate 4-2030

SAN FRANCISCO
700 Pennsylvania Ave.
Mission 7-7800

HOUSTON
5311 Clinton Dr.
ORchard 2-1621

DALLAS
2030 W. Commerce St.
Riverside 1-1761

TULSA
7311 East Pine St.
TEmples 5-1511

DENVER
635 - 18th Street
AMherst 6-3493

C	COMMERCIAL	FOR PROMPT, COURTEOUS, NATIONWIDE SERVICE RI 7-5105 505 N. ERVAY DALLAS 1
C	COLLECTION	
A	AGENCY	

CADILLAC PLASTIC CO.

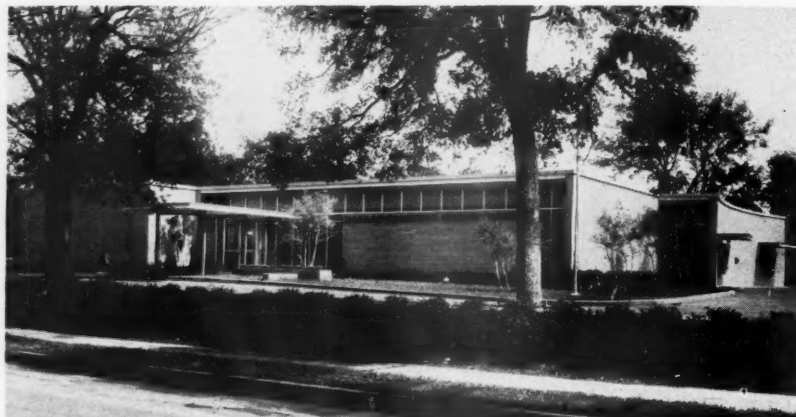
Wholesale • Retail

Plexiglas	•	Fiber Glass
Mylar	•	Resins
Nylon	•	Teflon
Vinyl	•	Acrylic

2546 Irving Blvd.

Riverside 7-7044

New and Expanding Business



Teachers Credit Union Moves to Ross

The Dallas Teachers Credit Union has moved into a new building at 4600 Ross Avenue. Serving over 11,500 members, the Credit Union has more than \$9,000,000 in assets. Architect for the 10,000 square foot building was Goodwin and Cavitt. Avery Mays was builder.

► Dallas Steel Company, a newly organized firm, has opened an office and warehouse building at 1365 Crampton Street in the Trinity Industrial District. The company is a wholesale distributor of galvanized flat sheet steel and allied prod-

ucts. Its buff brick building has air-conditioned offices and a warehouse served by truck docks. Off-the-street parking is provided. T. D. Jessup and Charles E. Carrel are the partner-owners of the new company.

BE SURE YOU SPECIFY **CIRCLE CONCRETE**



The name "Circle Concrete" is your assurance that you are buying the best quality materials in every batch of ready-mix.

Try Circle Concrete's ready-mix and see for yourself why its the finest ready-mix anywhere.

CIRCLE CONCRETE



Earl Bowden
President

General Office 2331 Gus Thomasson Rd. DA 7-5943

DALLAS PLANTS
Leston at Norwood FL 1-1423
Tantor at Royal Lane CH 7-3158

CIRCLE CONCRETE CORP. OF GARLAND
Shiloh at Garland Rd. DA 7-4507
Peachtree Rd. AT 5-4613

Corporation

New and Expanding Business—

► F. W. Dodge Corporation, national construction-reports firm, has concluded negotiations with Trammel Crow of Dallas to construct a new office building to their specifications at 1635 Stemmons Expressway. Completion and occupancy is expected by January 1, 1960. The building will contain approximately 6,500 square feet, including an enlarged plan room for the use of local contractors. Lease negotiations were handled by Peter W. Baldwin of Hudson & Hudson.

★

► Dalworth Machinery Company, Dallas, has occupied property and facilities formerly utilized by the Elless Manufacturing Company and Lone Star Constructors on the corner of U. S. Highway 114 and Shady Trail. The Dalworth Company will continue and increase Elless' machine shop, heavy construction equipment repair and overhaul facilities. R. D. Schleich is president of the firm; L. C. (Clay) Fuller, formerly connected with Browning-Ferris Machinery Company, is executive vice-president and director of sales; and Nelson McFarland, former president of Lone Star Constructors and Elless Manufacturing Company, is vice-president and secretary.

LUMBER LARGE AND COMPLETE STOCKS

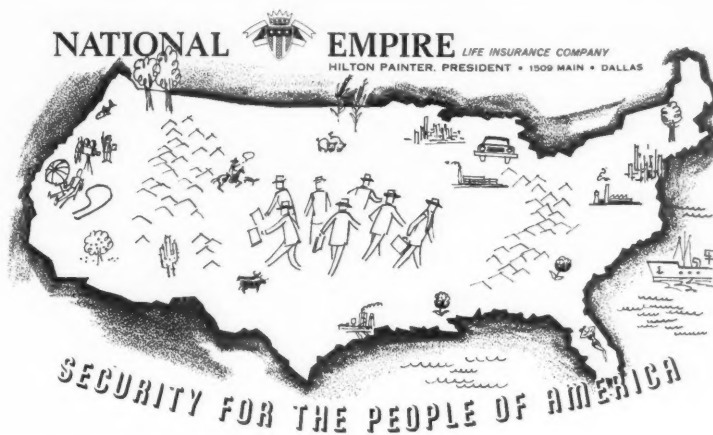
YELLOW PINE, WHITE PINE, FIR, OAK, PLYWOOD

SPECIAL ATTENTION GIVEN TO INDUSTRIAL
AND DEFENSE PLANT ORDERS

OLDHAM LUMBER COMPANY

927 South Haskell Avenue

Phone TA 1-5194



Soon it will be time to be thankful and we will go to church and have the family for a traditional dinner of too much rich food and then it will be over for another year and back to the old rat race. ☹ We suddenly decided we must add at least one extra day of Thanksgiving . . . when we can express our thanks for all the years God has been good to us . . . to all the friends we accept so casually when we know deep down they are our life blood . . . and to all those who show they like us, because we suddenly realize how terrible it would be if no one liked us. ☹ Thank you, oh thank you all so very much.

THE DORSEY COMPANY

PRINTERS • STATIONERS • LITHOGRAPHERS • OFFICE FURNITURE

DALLAS, TEXAS

EXTRA PAIRS — For those trips, for handiness upstairs and down, for emergency use . . . ask your Eye Doctor about it. He might like you to have glare-proof glasses with your regular prescription.

*Bring Your Prescription
to Us for Glasses*

THOMAS OPTICAL
GROUND FLOOR MEDICAL ARTS • DALLAS



D. MARTIN THOMAS

**solid, successful and 31
gnl**

For more than 31 years, a growing organization with going career people!

life • group insurance • accident and sickness • hospitalization • retirement income

GREAT NATIONAL LIFE INSURANCE COMPANY

HOME OFFICE — DALLAS

**Keeping Dallas
on the move**



Carload upon carload roll in and out of Dallas every day on the Katy . . . swiftly on their way to serving the needs of a growing Southwest. For almost a century, industry and agriculture have relied on Katy for dependable freight service in this rapidly developing territory. Katy's modern L.C.L.



SERVING THE GREAT SOUTHWEST

"piggyback" operation now provides shippers with an even more convenient, economical way of moving their goods.

This constant striving to provide better and better service to its customers at the lowest possible cost is Katy's guarantee of keeping Dallas on the move in the future.

New and Expanding Business—

▶ Continental Plastics, manufacturer of both custom and proprietary plastic products, has opened a branch office in Dallas in the Dyer Building. Charles R. Good, recently named vice-president-marketing of Continental Plastics, will be in charge of marketing research and distribution for the firm. The Dallas office will be managed by C. R. Anderson, Oklahoma and Texas representative for Continental.

★

▶ Preston Royal Village, Dallas' newest shopping community, has been formally opened at Preston Road and Royal Lane. Housing 25 firms and a Post Office in its more than 100,000 square feet of area, the village was developed by Trammell Crow with consulting service on the entire project from the Henry S. Miller Company, Realtors. Harold A. Berry was the architect and landscaping was by Lambert Landscape Company. McFadden & Miller Construction Company was general contractor.

★

▶ Electro Lighting Southern, Inc. has completed negotiations for a new 25,000-square-foot office and plant located at 9009 Directors Row. The firm is a new affiliate of Electro Lighting Corporation, manufacturers and designers of commercial and industrial lighting equipment with plants in Chicago and Reading, Pennsylvania. Toby Traweck will be in charge of the new operation and Jerry White will be plant manager. Robert L. Shaw of Watson & Watson, Realtors, handled lease negotiations and J. L. Williams Construction Company, Inc., is building the plant.

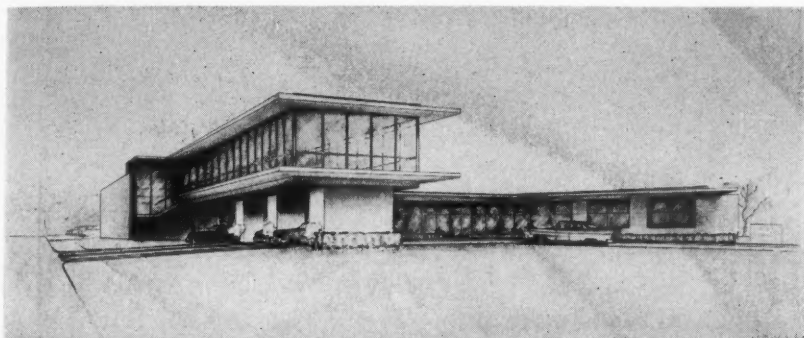
★

▶ The Elliott Addressing Machine Company has tripled the size of its Dallas District Sales Office with occupancy of a new brick building located at 7203 Empire Freeway in Brook Hollow Industrial District. The 6500-square-foot facility, devoted mostly to air-conditioned offices, with a small warehouse area, has two truck loading doors and provides paved, off-street parking. The building was constructed by J. L. Williams & Company, investment builders, and real estate negotiations were handled by Bill Campbell of Campbell & Campbell, Realtors.

★

▶ Tubbs Marine Service, owned and operated by Solon A. Tubbs, has moved to larger quarters at 14007 Harry Hines. The firm offers complete marine sales and service on boats, motors and accessories.

New and Expanding Business



Wynnewood Bank In New Location

Wynnewood State Bank is now located in its new building in Wynnewood Shopping Village. An innovation in bank architecture is the placement of drive-in windows in the front of the building rather than at the side or rear.

► Imperial Management Corporation of Dallas has started work on a one-million-dollar, 97-unit motel on a two-acre tract near Haskell on North Central Expressway. The two-story motel, to be owned and operated by the corporation, will feature a 150-seat restaurant and a swimming pool. Bolanz & W. C. (Dub) Miller, realty firm, handled property negotiations.

► The Lone Star Super Division of Field Enterprises Educational Corporation, distributor of The World Book, has leased larger offices in the new Turtle Creek Building, Lemmon Avenue and Turtle Creek Boulevard. W. A. Morel is the Division manager. Peter W. Baldwin of Hudson & Hudson handled lease negotiations.



PERIODIC INVESTMENT PLANS

offer you investment units in multiples of \$2,500 with investments as low as . . . \$125 Initially and \$25 Periodically. Under a United Periodic Investment Plan you invest in

United ACCUMULATIVE FUND Shares

a diversified, managed mutual fund with investments in over 100 American corporations.

For Prospectus and descriptive literature, without obligation, fill in and RETURN THIS ADVERTISEMENT.

WADDELL & REED, INC.
Principal Underwriters
"Offices From Coast To Coast"

CALL
Riverside 1-5325

JIM McBRIDE
505 N. ERVAY — DALLAS



We want to suit you

More than three thousand customers in Dallas receive their uniforms, wiping towels, fender covers and dust control aids on a rental basis from Industrial. Most of these customers have been able to operate more efficiently and save real money—big money—by renting from Industrial. Perhaps we can show you how to experience these same efficiencies and economies.

Just call for a representative.



Consultants to Industry

INDUSTRIAL TOWEL AND UNIFORM CO.

2517 Commerce Street • Dallas • RI 7-8981

Accident occurs . . .

Immediate first aid given . . .

TEIA authorizes hospital and medical treatment . . .

TEIA begins payment of weekly benefits.

If you've bought your workmen's compensation insurance from TEIA, all of this is done promptly, efficiently. We believe that excellent claim service is a strong link in the chain of loyalty that links employer to employee.

Most employers do, too; that's one of the reasons why employers in Texas buy more workmen's compensation insurance from TEIA than any other company.

Why not see your nearest TEIA man soon?

First with Texas Industry for 45 years

PROMPT



TEXAS EMPLOYERS' INSURANCE ASSOCIATION

HOME OFFICE: DALLAS | 25 SERVICE OFFICES IN TEXAS | AUSTIN F. ALLEN, CHAIRMAN OF THE BOARD | BEN H. MITCHELL, PRESIDENT

APPOINTMENTS AND PROMOTIONS



BARNEY D. WILLIAMS has been named vice-president and manager of the Dallas plant of Browning-Ferris Machinery Company, and **J. FRED FORSTER** has been promoted to sales manager. Mr. Williams has had thirty-two years experience with construction machinery and has been with Browning-Ferris for the past fourteen years. Prior to his present promotion, he was sales manager. Mr. Forster came to Browning-Ferris in 1945 as a salesman and became manager of the Greggton plant in 1956. He has had twenty-five years experience with construction equipment.



D. A. WECKWORTH, a national bank examiner for the past five years, headquartered in Dallas with the 11th Federal Reserve District, has been elected a vice-president of the Mercantile National Bank at Dallas. Mr. Weckworth is a native of Minnesota, having worked in various operating departments of the First National Bank of Minneapolis for a period of four years. Other banking experience includes five years as a member of the examining

staff of the Comptroller of the Currency, participating in examinations of national banks in Minnesota, North and South Dakota and Montana; and one year in Washington D. C. as executive assistant in the office of the Comptroller of the Currency.

The new Mercantile vice-president is also a veteran of World War II, having served with the Combat Engineers in France, England, Belgium and Germany, after majoring in engineering at the University of Oklahoma. This was followed by courses in business and economics at the University of Minnesota and by graduation from the Central State School of Banking at the University of Wisconsin in Madison.



PRESTON M. (JACK) CARTER has been elected Vice President and General Manager of Dallas Concrete Company. Mr. Carter, holder of a B. S. degree from Texas A&M, was formerly assistant vice president of the Louisiana operations of Gifford-Hill and Co., Inc. Dallas Concrete is a subsidiary of Gifford-Hill and Co., Inc.

★

ROY C. SEWELL of Sherman has been elected to the board of directors of Southland Life Insurance Company. Mr. Sewell is president of the Urban Land Company of Sherman.

★

MICHAUX NASH JR. has been appointed assistant vice president of Empire State Bank. Mr. Nash was graduated from Southern Methodist University in 1956 with a BBA degree in banking and finance.

A
friendly
efficient
service in
every phase
of a
complete
banking
facility
FRIENDLIEST BANK
... IN TOWN

Empire

STATE BANK

MEMBER FDIC
FEDERAL
RESERVE
SYSTEM

1808 MAIN ST
DALLAS, TEXAS

KENNETH MURCHISON & CO.

Insurance • Bonds
TEXACO BLDG. • 1512 COMMERCE ST. • RI8-6611

real estate loans

MURRAY INVESTMENT COMPANY

1908
OUR 51st YEAR
1959

1315 PACIFIC AVENUE
DALLAS, TEXAS

Appointments and Promotions—

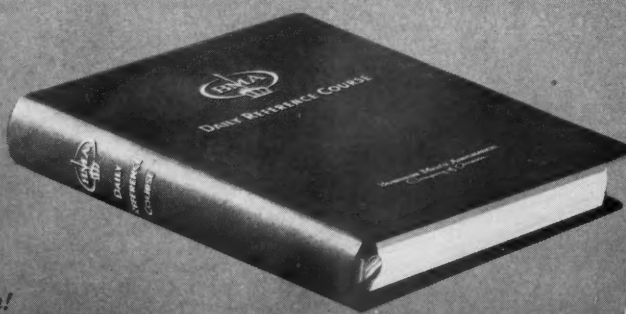


JOHN MCKEE, industrial relations manager for the Dallas Ford plant since 1944, has been appointed regional civil and governmental affairs manager for the company. In his new duties, Mr. McKee will have a territory including Texas, Arkansas, Oklahoma, New Mexico and Louisiana. Active in Dallas civil affairs, he is president of the Dallas Crime Commission; secretary of the Texas State Tax Study Commission; state chairman of the Texas Public School Week; and member of the 1960 White House Conference on Children and Youth.



SATISFACTION!

The unmistakable feeling of confidence you have when a job has been done right. The cover which is created to contain your sales material should give you this feeling. And it can if the cover's distinctive hand-tooled appearance speaks clearly of the integrity of your firm, the value of your product or service. For over 4 decades, we have been designing and producing covers of all types, for all purposes. Let us handle your cover work to your complete satisfaction!



Since 1917 "cover" ings of distinction!

TAYLOR 4-2061, P. O. BOX 1249A
DALLAS 21, TEXAS

AMERICAN BEAUTY COVER CO.

Appointments and Promotions—



E. F. BREWER, vice-president in charge of the underwriting division of Republic National Life Insurance Company, has been named senior vice-president. In other division promotions, **MALCOLM D. THOMAS**, assistant vice-president, is now vice-president reinsurance underwriting; **JOHN F. DANIELS**, assistant vice-president, is now vice-president and manager home office underwriting; **COLIN E. McRAE, JR.**, who has been assistant vice-president, is now vice-president agency underwriting. **HARRY NURNBERG**, underwriting consultant, is now assistant vice-president in the underwriting division, and **R. EUGENE HOCKETT**, senior life underwriter, has been advanced to assistant vice-president brokerage underwriting.

★

EDWARD C. STOLTE has been named production manager of Rominger Advertising Agency, Dallas advertising and public relations firm. A Southern Methodist University graduate, Mr. Stolte has been associated with other Dallas Advertising agencies for more than 13 years, serving as copy writer, layout artist, art director and production manager.

LEASE

Sound Equipment

• PAGING • INTERCOM • MUSIC • ALARM



No need to buy! Ask about our *no-down-payment, long-term lease plan* on famous Stromberg-Carlson custom-engineered Sound Systems!

THERE IS NOTHING FINER THAN A

STROMBERG-CARLSON

2918 BLACKBURN

LA 8-3030

DALLAS • OCTOBER, 1959

Residential & Commercial

WEATHERTRON

ALL-ELECTRIC HEAT PUMP



WEATHERBY AIR CONDITIONING CO.

TA 7-5436



LA 8-1735

WE'RE

IN HOUSEHOLD
MOVING!

Moving day is much, much easier when Interstate-Trinity helps you. I.T. will take over with a minimum of fuss and bother... you'll be able to relax, certain that I.T. will get you moved out and moved in quickly, carefully. Relax when moving day comes; let Interstate-Trinity do it. In Dallas we're IT!

**INTERSTATE-TRINITY
WAREHOUSE COMPANY**

AGENTS: ALLIED VAN LINES, INC.

Office: 301 North Market Street • Phone: Riverside 2-6151

May We Convey to Your Business

Speed — Economy — Safety



CASTERS & INDUSTRIAL TRUCKS

To meet every possible need. Two-wheel and four-wheel platform trucks, lift trucks and appliance dollies.

"Magliner" Magnesium Dock Boards



CONVEYORS

Wheel, Roller, Belt, portable or permanent, floor to floor. Pneumatic tube systems, engineered systems.



SCALES

Howe, Triner, Chatillon, W. C. Dillon, Deteco. Complete service for all types of industrial scales.

GROVER Pneumatic Tube Systems insure fast customer service and efficient inter-departmental communications.

DILLON SCALE & EQUIPMENT CO.

3907 ELM

Taylor 4-2511

Sales and Service



Verson's GIANT BORING-DRILLING & MILLING MACHINE

Just installed
in our Dallas plant,
it's available
now
for job work

Specifications

Spindle Diameter	6"
Spindle Speeds	0 to 271 R.P.M.
Spindle Travel	48"
Vertical Head Travel	120"
Horizontal Column Travel	288"
Table Travel	144"
Table Index	360°
Table Work Load	40,000#

Verson MANUFACTURING Co.

• MANUFACTURING CONSULTANTS TO THE METAL WORKING INDUSTRY •

8300 SOUTH CENTRAL EXPRESSWAY • P. O. BOX 9128 • FR 1-1301 • DALLAS, TEXAS

Appointments and Promotions



THOS. E. HENRY has been elected president of John A. Scott & Company, 2812 Taylor Street. Mr. Henry, an original partner when the typographic and mat-making firm was established in Dallas in 1944, formerly held the position of vice president and general manager. **CLIFFORD J. OSBORN** was elevated from president to chairman of the board.

EUGENE H. TEASLEY JR. has been named vice-president of E. H. Teasley & Co., Inc., Dallas canvas fabricating company. Mr. Teasley received his BBA degree in industrial production management from Southern Methodist University. He was formerly assistant to the controller of Dallas Ceramic Company.

FRED F. FLORENCE has been elected to the Board of Directors of the Neiman-Marcus Company. Mr. Florence, Chief Executive Officer of the Republic National Bank, is also a director of the Austin Bridge Company, Bond Stores, Inc., Dallas Power & Light Company, the Dallas Transit Company, Missouri-Kansas-Texas Railroad Company, Wyatt Metal and Boiler Works, and is Chairman of the Board as well as a director of Lone Star Steel Company.

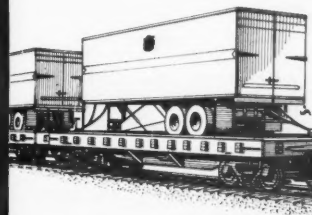
C. M. (PAT) BARRY has joined Clarke, Dunagan & Huffhines, Inc., as an account executive. Mr. Barry was formerly national cooperative advertising manager for the Dr Pepper Company, where he was employed 14 years. A native of Norfolk, Va., Mr. Barry came to Dallas in 1950 as manager of the Eastern United States Division of Dr Pepper. In 1957 he was named assistant advertising manager and was promoted to national cooperative advertising manager in 1958.

WILLIAM R. WHITLEY has been elected assistant vice president of the Republic National Bank of Dallas. A native of Texarkana, Arkansas, Mr. Whitley has served as secretary-treasurer of the East Texas Conference, National Association of Bank Auditors and Comptrollers. He joined Republic National Bank as assistant cashier in 1955, and since January 1958 has been affiliated with the Bank of Commerce, Fort Worth.

BUSINESS PROPERTY



1712 Commerce St. • Dallas • Phone RI 1-9171

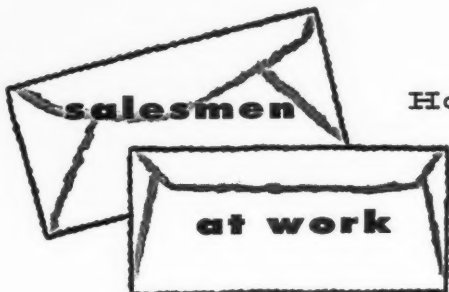


COTTON BELT PIGGYBACK SERVICE

gives you combined reliability of all-weather rail schedules and flexibility of highway service.



ST. LOUIS SOUTHWESTERN RAILWAY LINES



How do your envelopes rate
as salesmen for you?

Hesse
ENVELOPE COMPANY
3221 COMMERCE

There are over a HUNDRED interesting ways to use envelopes more "sellingly." Call HESSE for full details without obligation.

TRINITY INDUSTRIAL DISTRICT



"Under the Skyline
of Dallas"

New Home of
REECE SUPPLY CO.

For information about the Trinity Industrial District consult your real estate broker or . . .
INDUSTRIAL PROPERTIES CORPORATION, 401 Davis Building, Dallas, RI 1-9424

OPEN YOUR SAVINGS ACCOUNT

**GROW
FINANCIALLY
WITH US!**

4%

Per Annum



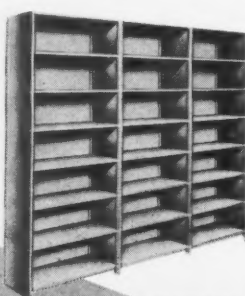
**DALLAS FEDERAL
SAVINGS AND LOAN ASSOCIATION**

HOME OFFICE BUILDING • ELM AND AKARD

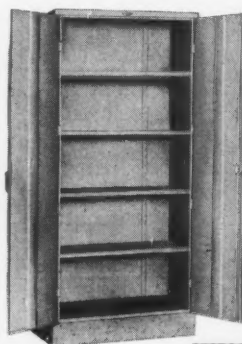
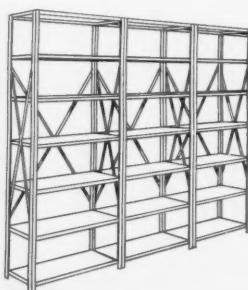
Appointments and Promotions—



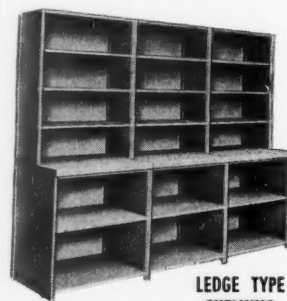
E. W. (NED) MARSHALL has been appointed vice-president in charge of the new group insurance department of Great National Life Insurance Company of Dallas. Mr. Marshall is a veteran of 15 years in the group insurance industry, devoting the past 11 years to the development of a four-state area in the Southwest for California-Western States Life Insurance Company.



COMMERCIAL SHELVING



STORAGE
CABINETS



LEDGE TYPE
SHELVING

PACKAGED

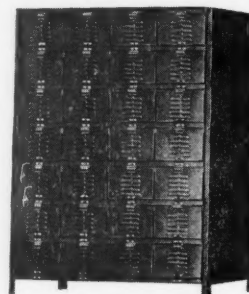
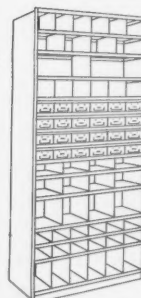
Industrial and Commercial

Quality
**Steel Crafted
Storage Products
by
INCA**



PARTS BINS

COUNTER
SECTIONS



LOC-A-TIERS

call, wire or write for complete catalogue.



Inca Metal Products Corporation

Dallas Phone CH 7-6141

Carrollton, Texas

Appointments and Promotions

M. DAN SILER has joined Praetorian Mutual Life Insurance Company as director of sales. Mr. Siler holds a Bachelor of Arts degree from Albion College and a Bachelor of Laws degree from LaSalle Law School.

★

JOHN W. BRISCOE has been named vice-president of Universal Paradise Manufacturing Company. Mr. Briscoe will be located in Dallas where Universal Paradise, a Miami, Florida, manufacturer of fiber glass swimming pools, recently has opened a sales, merchandising and field engineering office at 130 Casa Linda Plaza. **T. MITCHELL WATSON** has been appointed general manager of field engineering.

★

R. F. DUGGAN, JR. has been elected a director of Irving State Bank. A long-time resident of Dallas, Mr. Duggan attended Southern Methodist University and Texas A. & M. College. He became associated with Magnolia Seed, Hardware and Implement Company in 1942, and in 1957 became chairman of the board for that organization.



BETTY WHITLOCK has been named creative director of DMCO, a Dallas-based firm which specializes in the creating and producing of technical presentations and industrial, commercial, educational and civic audio-visual materials. Formerly advertising supervisor for Southern Union Gas Company, Miss Whitlock holds a B.S. Degree in commercial art from West Texas State College and is a charter member of the Advertising Club of Dallas.

World's No. 1 Dictating Machine



4030 H. Hines Dallas 19 Lakeside 6-6626
FRED L. HAYNES, District Manager



- CONVENTION MANAGEMENT
- SALES INCENTIVE PROGRAMS
- GROUP TRAVEL of all KINDS
- TOURS • CRUISES • EXCURSIONS
- COMPLETE TRANSPORTATION, HOTEL, AND INCIDENTAL ARRANGEMENTS.

The Cost Is The Same With Or Without Our Help

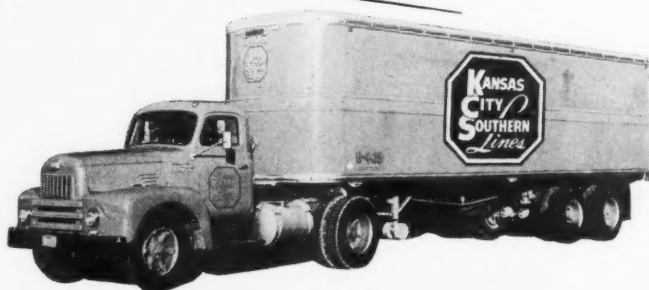
Call or write

HOYT TOURS Incorporated

Southland Center Phone RI 8-7777
Sinclair Building Phone ED 6-3939
Dallas 1, Texas Ft. Worth 2, Texas



**FAST
COMPLETE
FREIGHT
SERVICE**

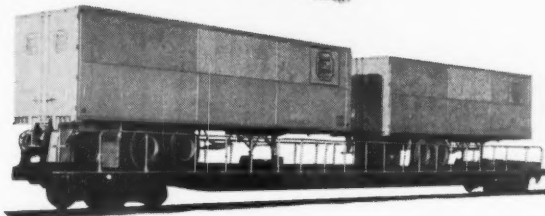
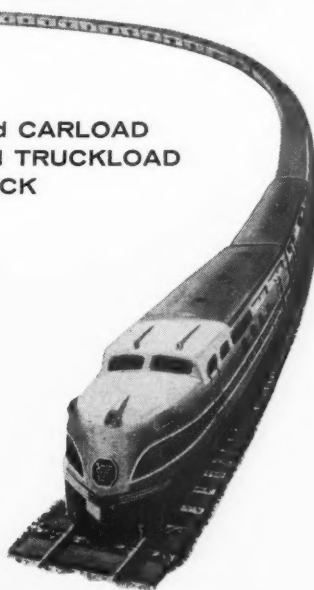


**SHREVEPORT • NEW ORLEANS
SOUTH • SOUTHEAST**

H. R. WHITING, District Freight Agent
KANSAS CITY SOUTHERN LINES
209 Browder Bldg. • Tel. RI. 1-9234

H. W. (WAYNE) DAVIS, Merchandise Agent
LANDA MOTOR LINES
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APPOINTMENTS AND PROMOTIONS

Name	Company	Position
William M. Chrietberg	Statler Hilton Court Club	Manager
Jack Collins	Andy Butynes Advertising	Account executive
Woodrow W. Deason	Gibraltar Life	Assistant agency director
Henry J. Denman	American Petrofina	Credit manager
W. H. Frank	American Petrofina	Assistant manager
Charles A. Hamilton	Bevel Associates	Director, radio and television
Robin H. Lewis	Dynacolor Corporation	Sales representative
Paul R. Lyday	Dal-Tex Aviation	Service manager
Ken Murphy	Fox & Jacobs	Construction engineer
Frank J. Phillips III	Business Consultants, Inc.	Director
Bob Rutledge	Regency Homes	Sales consultant
John C. Sans	Mercantile National Bank	Trust officer
Henry L. Sisk	Business Consultants Inc.	Representative
Albert C. Smith	Western Newspaper Union	Manager
Billie Stotts	Clarke, Dunagan & Huffhines	Artist
Oscar E. Walton	IPS Advertising	Account representative
Jack Yates	Fox & Jacobs	Land planner

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DALLAS, TEXAS

Appointments and Promotions—



DARRELL MANLEY has been named president of Briggs-Weaver Machinery Company, distributors of industrial supplies, tools and equipment. A Texas A&M electrical engineering graduate, Mr. Manley formerly was executive vice-president and general manager of the firm. He has been with Briggs-Weaver in various capacities for eleven and one-half years, and is now a director of the company.

★

VANCE MILLER has joined Henry S. Miller Company, Realtors. A graduate of Southern Methodist University, where he majored in real estate, Mr. Miller is a member of the Texas Air National Guard.



PAUL E. HALL has been appointed manager of the Engineers Club of Dallas. Mr. Hall, who has an extensive background in club management, came to Dallas from the Elks Club in Independence, Kansas. He will supervise the staff and activities of the 800-member club, which occupies the entire second floor of the Vaughn Building.

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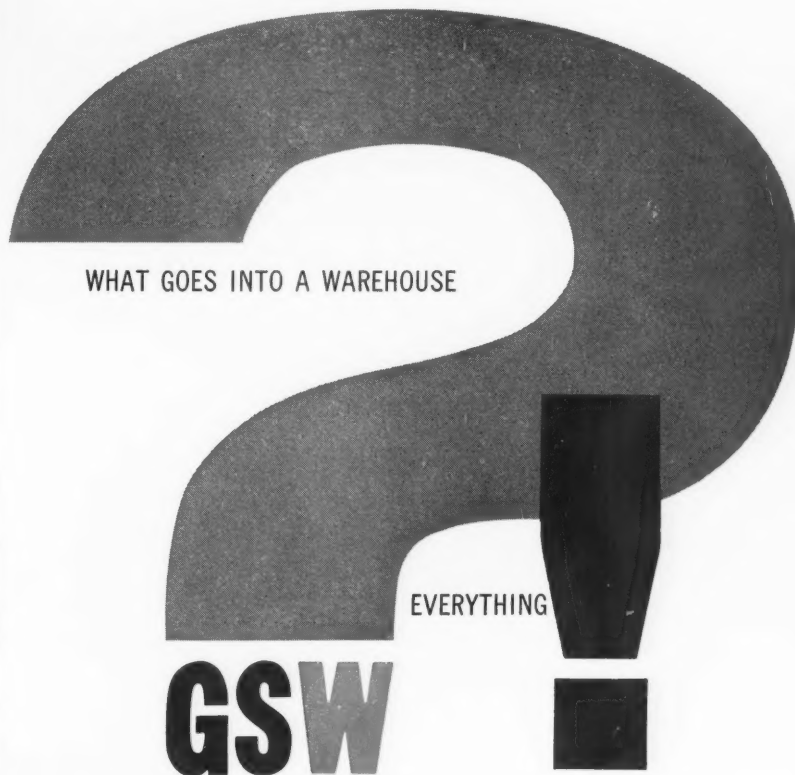
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Maurice I. Carlson, President

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DALLAS, TEXAS



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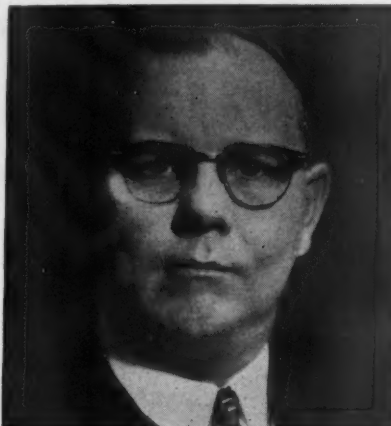
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Appointments and Promotions



KEITH B. REED has been elected president of Central Securities Company, and new offices for the firm have been opened at 5738 North Central Expressway. Mr. Reed is a native Dallasite and attended the University of Texas School of Business Administration. A 14-year veteran of the investment business, he is a former general partner of Binford, Dunlap and Reed and former president of Keith Reed and Company.

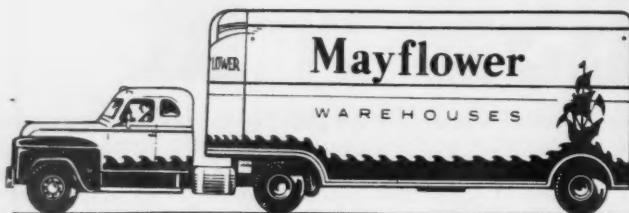
EVERETT G. BROWN, vice-president and actuary of Southwestern Life Insurance Company since 1929, has been appointed to the newly-created post of executive vice-president. **CHARLES H. CONNOLLY**, a member of the company's actuarial staff since 1937, has been named actuary. Mr. Brown joined Southwestern Life in 1920. He is a Fellow of the Society of Actuaries. Mr. Connolly, also a Fellow of the Society of Actuaries, is now in his twenty-third year with Southwestern Life.

*

PHILIP L. HOLLOWAY has been named executive vice-president of Bevel Associates, Dallas and Fort Worth public relations and advertising agency. **JIM POWELL** has been appointed to the art department of the Dallas office. A graduate of the University of Texas and formerly advertising manager of Employers Casualty Company of Dallas, Mr. Holloway joined Bevel Associates last April as vice-president in charge of sales. Mr. Powell received his commercial art degree from Austin College. He formerly was art director of Mayfair Associates.

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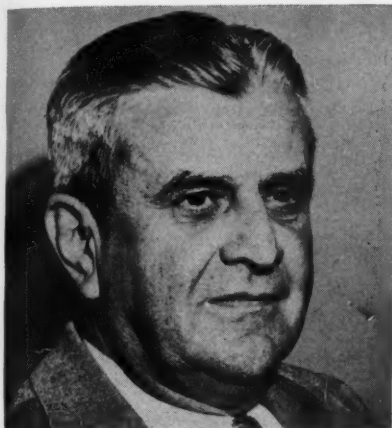
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Appointments and Promotions—



HECTOR P. BONCHER has been appointed vice-president-marketing for Dresser Industries, Inc. Mr. Boncher formerly was operating vice-president of the firm, which is a leading supplier of equipment, machinery and technical services to the oil, gas and chemical industries. Prior to this post, he was general manager of Dresser Manufacturing Division, Bradford, Pennsylvania, one of the Dresser Industries. A graduate of the University of Cincinnati, Mr. Boncher is a member of the American Gas Association, the Petroleum Institute and the American Management Association.



LEN MOLEND has been appointed general manager for the Dallas-Fort Worth area of Packard Bell Electronics Corporation. Mr. Molenda, prior to his new post at Packard Bell, was the Dallas District Sales Manager of C.B.S. electronics

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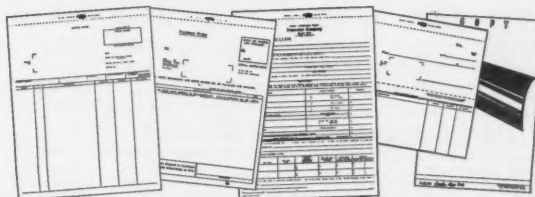
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Established
1857 Sanger Bros.
in Texas
Opened Dallas Store in 1872

1872 Huey & Philp
Company
Wholesale Hardware, Hotel and
Restaurant Supplies & Equipment

1875 Dallas Transfer &
Term. Whse. Co.
Warehousing, Transportation,
and Distribution

1876 Trezevant &
Cochran
Insurance Managers

1875 First National
Bank in Dallas
Banking

1879 Texlite, Inc.
Manufacturers of Porcelain Enamel
and Plastic Products for the
Sign and Building Industries

1889 J. W. Lindsley
& Company
Real Estate and Insurance

1892 The Egan
Company
Printing, Lithographing, and
Embossed Labels

1893 Oriental Laundry
and Cleaners
Finer Laundering, Cleaning,
and Fur Storage

1897 Anderson
Furniture Co.
Dallas' Oldest Furniture Store

1899 Seay & Hall
All Lines of Insurance



OPEN face Model "T" Hay Balers" competed for curb space with slow "hay-burners" on Dallas streets shortly after the turn of the century. The Butler Brothers Building at the corner of Ervay and Young, shown in the above photograph, was a beehive of distribution activity. About a mile East and slightly South from this site, at that same period, on the then industrial outskirts of Dallas, was a new manufacturing firm, the Murray Company. Established in 1900, to manufacture cotton gins and cotton gin machinery, the Murray Company grew with Dallas and branched out into other activities. In 1916, they established their industrial supply division. The development of the Mexia Oil Field in 1920 helped the growth of the firm and Murray shipped boilers and other equipment to that field. As Texas Industry grew, investment trends reversed from East to West and the Murray Company acquired two old Massachusetts firms: in 1937, The Carver Cotton Gin Company, founded in 1807; and in 1947, the Boston Gear Works, founded in 1880. Today, the Murray Company is in its fifty-ninth year of operation. Its Business has expanded to international proportions and with its manufacturing organizations it makes up one of Dallas' largest industrial payrolls.

Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established
1900 The Murray Co.
of Texas, Inc.
Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1902 Hunter-Hayes
Elevator Co.
Passenger, Freight and Home
Elevators

1903 Republic Insurance
Company
Writing Fire, Tornado, Allied Lines,
Inland Marine, and Automobile
Insurance

1903 First Texas Chemi-
cal Mfg. Company
Pharmaceutical Manufacturers

1904 Burton & Wilkin
Over 100 Kinds of Insurance Sold

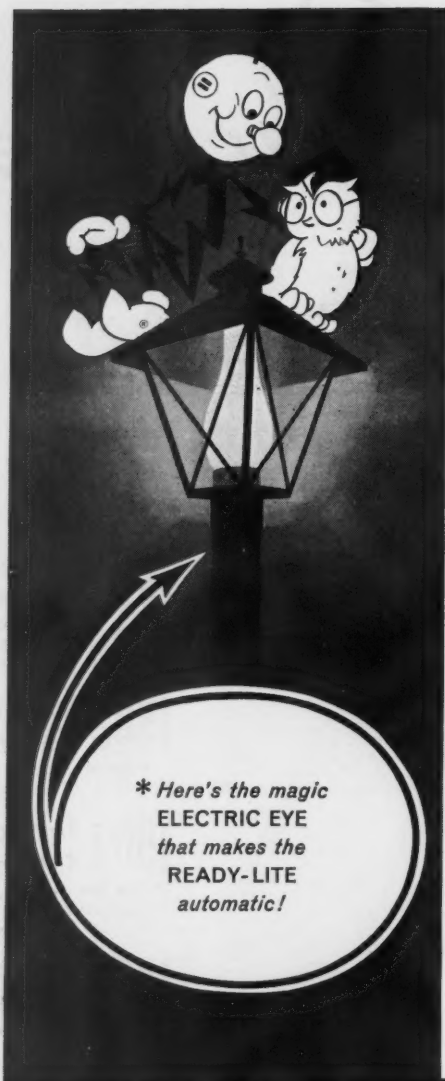
1906 Hesse Envelope
Company
Manufacturers of Envelopes
and File Folders

1905 Rubenstein &
Sons, Inc.
Gulf Princess, Ready To Fry
Breaded Shrimp
Lady Rite Shelled Pecans

1910 Moser Co.
Realtors
Industrial and Commercial
Leases and Sales

1911 Graham-Brown
Shoe Company
Manufacturing
Wholesalers

1914 Texas Employers
Insurance Ass'n.
Workmen's Compensation
Insurance



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READY-LITE
automatic!*

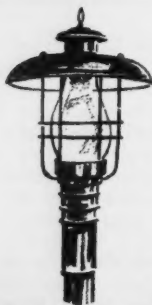
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AUTOMATICALLY**
that's the
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You never need to touch it, just enjoy it... for the modern electric Ready-Lite works like magic. It is "light" magic! This beautiful electric yard light turns itself on at night, off by day... automatically controlled by a photo-electric cell, the magic eye. Your light is never on when it isn't needed... there's no waste. Even when it's on, a Ready-Lite costs so little... only 23c per month to operate a 40 watt bulb all night!

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the many
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styles
available!*



**DALLAS
POWER & LIGHT
COMPANY**

THE BIG ONE

The Dallas County Community Chest

One civic job in Dallas shines out above all the others each year. It is the Big ONE — the Dallas County Community Chest. It involves us all. It calls upon the generosity of us all to give once generously to the 37 agencies which make up the Chest and give Dallas a heart.

Through the contributions of the people of Dallas, the Big ONE supports 111 service centers devoted to health, welfare, and character building.

The Big ONE maintains a reassuring flow of warmth and security to homeless children, comfort and nursing care to the infirm old people, provides helpful, practical aid to strife-torn families.

Through children's hospitals it makes sure everything possible is done to give youngsters their opportunity for a healthy life. Its varied youth activities help to build strong citizens, insuring the continued growth of Dallas.

We all join together to insure the success of the Big ONE, because we love Dallas as our home, because we want to be good neighbors to those who need our help, because we want to see Dallas continue to grow as one of the cleanest, most enlightened cities in the nation.

Our industry is proud to share in the volunteer work of the Dallas County Community Chest and in giving substantially to this year's goal of \$2,860,097.00.

Wholesale Beer Distributors of Dallas

*Bob Lee, Pat Gaddy, W. A. Fitzhugh,
Gaston Hallam, S. H. Lynch, Ed Furlow,
John V. McMillan, Edwin S. Curtis,
M. A. Genaro, Bill Barrett,
Dalton Wattner, and Ted Clark.*



Partner in Your Search for PROFITS

Your business just produced the highest gross revenue in the history of your company . . . but operating costs were even higher. If this is happening in your business, perhaps it's time to see a Mercantile man. You'll find one or more members of this Mercantile team thoroughly familiar with *your* business and eager to help you make money. Take working capital, for example. Often we can reduce loan requirements by speeding the flow of funds, or cut corporate expenses that may be reducing net profits. The same experience and financial planning that have helped others grow successfully will prove profitable for you.

**MERCANTILE
NATIONAL BANK**

Dallas, Texas

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

PROFITS

the highest
company.

If this is
it's time to
one or more
thoroughly
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corporat
profits. The
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will prov

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